

1930

Ben Hirsch invents liquid auto polish in the family bath tub.



1944

Plastone™ Auto Polish is the first bottled car wax.

1946

Plastone™ is renamed Turtle Wax® for its hard shell finish.



1950s

Turtle Wax capitalizes on the popularity of car wax and name recognition and enters consumer brand markets in hardware & grocery stores with innovation in shoe polish, rug shampoo, floor wax and even a line of dessert toppings (Party Day brand).



1966

Turtle Wax opens first overseas manufacturing facility in England. Founder Ben Hirsch dies.



1970s

Turtle Wax reorganizes and concentrates on car care product industry as number one company vision.

1982

Minute Wax® silicone-based spray wax is the first car care product targeted for use by women.



1985

Turtle Wax creates Professional products division to market products to the car wash industry.



1990

Turtle Wax begins to build and operate new state-of-the-art car wash & detailing centers in Chicago area.



1993

Turtle Wax expands its overseas presence by opening markets in China. Color Magic® Car Polish is created to match the color shade of an automotive paint finish.



1994

Turtle Wax launches Hyper Concentrate® brand to professional products to the commercial car wash industry.



1998

Turtle Wax doubles its overseas presence through acquisition of Valma-Abel.



2006

Turtle Wax introduces ICE® liquid & spray car polish, the first formulas that can be safely applied in direct sunlight without leaving behind any powdery residue.

2009

Turtle Wax introduces Headlight Lens Restorer Kit; the No. 1 selling headlight kit, which improves headlight and taillight lens clarity with an all-inclusive system.



2013

Turtle Wax introduces a whole new way to wash with Rinse Free Wash & Wax – a unique blend of polymers encapsulating dirt to wipe away clean without rinsing.



For more than 75 years, Turtle Wax® continues to develop products to protect and restore cars. As a family owned company calling Chicago home for generations, Turtle Wax proudly produces innovative product lines to meet the ever changing needs of both car consumers and the automotive industry.

