

After decades of success and innovation, we are thrilled to introduce **Sponge Guru – Hygan Car Care**'s new name. As we continue to grow and evolve, our commitment to providing top-tier car cleaning and detailing products remains stronger than ever. This rebrand marks an exciting new chapter for us, and we'd love to share the story behind it.



Hygan Car Care Has Rebranded to Sponge Guru

From Humble Beginnings to Global Expertise

Hygan Products Ltd was founded in **1960** in **Stoke-on-Trent**, with a clear mission: to supply premium-quality technical sponges to the ceramics industry. Over the years, our sponges became the go-to choice for professionals in ceramic manufacturing, known for their durability, precision, and quality. Our expertise naturally expanded beyond ceramics as we gained a reputation for excellence.

In response to the growing demand for high-quality sponge products across various industries, Hygan diversified, becoming a trusted name in sectors ranging from industrial cleaning to specialist consumer goods. However, one area stood out to us as a perfect fit for our technical expertise and passion—**Car Care**.



Former Hygan Car Care Banner

The Birth of Hygan Car Care

We recognised the meticulous needs of car enthusiasts and professional detailers and established the **Hygan Car Care** division. Our goal was simple: to create a range of sponge products that could meet the highest vehicle cleaning and detailing standards. Our sponges quickly became favourites for their performance, versatility, and quality—helping vehicles of all types, from classic cars to modern masterpieces, maintain their showroom shine.

Why the Rebrand to Sponge Guru?

As our reputation grew in the car care world, we realised it was time for a fresh identity reflecting our passion and expertise in this field. We wanted a name that spoke directly to what we stand for: providing **expert, innovative, and specialised sponge solutions** for car enthusiasts and professionals alike.

That's why we've chosen to transition to **Sponge Guru** a brand name that speaks to our dedication to becoming the ultimate authority in sponge-based car care. With decades of sponge technology behind us, our new identity captures our commitment to offering only the best products for cleaning, detailing, and preserving vehicles.



Ultimate Profile Sponge and Tyre Dressing Applicator Pad in New Sponge Guru Packaging

What Does This Mean for You?

For our loyal customers and partners, rest assured that nothing has changed regarding the quality and service you've come to expect from us. The same premium car care products you trust are still here—only now, they'll come under the **Sponge Guru** name. We remain dedicated to innovation and continue to develop cutting-edge sponges that make car detailing easier, faster, and more effective.

Our newly designed logo represents a clean, modern look that echoes our focus on providing superior car care solutions. This new identity aligns with our core values of quality, performance, and craftsmanship, ensuring that vehicles look their best and stay protected for years.

Our Promise Moving Forward

At **Sponge Guru**, we are passionate about preserving the beauty of your vehicle—whether you're maintaining a beloved classic car or ensuring your everyday ride shines like new. Every product we create is designed with you in mind, delivering professional-grade results you can rely on.

Thank you for your continued support on this exciting journey. We look forward to helping you keep your vehicles pristine and sharing this new chapter of **Sponge Guru** with you.



Sponge Guru - Car Detailing Tools

The talented team at [Engage Creative](#) designed and built our brand-new website. Their expertise has helped bring our vision for **Sponge Guru** to life, offering a fresh look and an enhanced user experience that truly reflects our brand's commitment to quality and innovation.

We invite you to explore the new website, discover our [updated product range](#), and experience the modernised design firsthand. Whether you're a car enthusiast or a professional detailer, our website has everything you need to keep your vehicle in top shape.

Have a question about Sponge Guru products?

**Email carcare@hygan.com or call 01782 613936 or sign up to our newsletter!
Our team is on hand, Monday to Thursday, 9 am-5 pm or Friday, 9.00-2.00 pm**