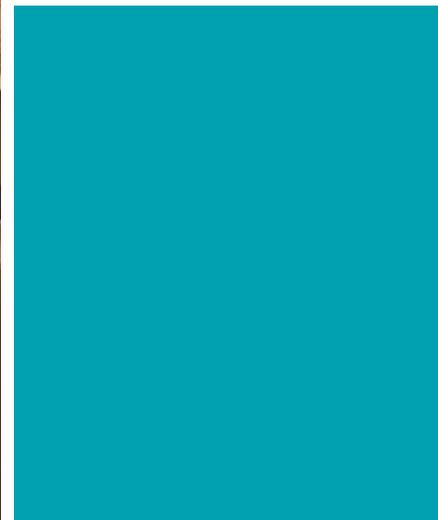
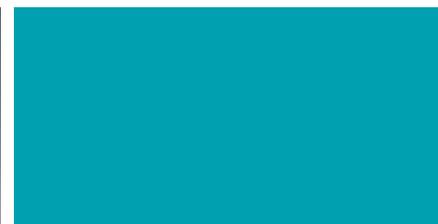


NOMEN International Deutschland GmbH

Branding by Naming



Our expertise for your success

Facts and Figures

Comprehensive Name Development: Strategy, creation, international and legal protection, brand story, brand language, slogans, graphic and digital realisation.

Company Location

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Director

Sybille Kircher

Year of Foundation

1989

Employees in Germany

10 employees



Nomen gives you security

Services: overview

A name must attract attention and be captivating, as it highlights the unique qualities of your product or business.

Creation

- Brand names
- Rebranding
- Slogans
- Corporate brands
- Domain names
- Key messages
- Translation of names into Chinese characters
- Moderation of brand workshops

Evaluation

- Focus groups
- Language and intercultural studies
- Online testing

Studies and Strategies

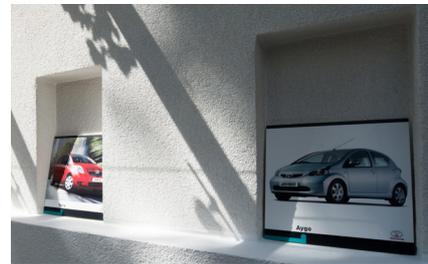
- Image analysis
- Building international brand identities
- Brand management
- Brand strategies and hierarchies
- Brand architecture
- Brand language

Design

- Logos
- Development of corporate identities

NOMEN references on the market

- 2.300
-



Brandcare

NOMEN Branding Competence

NOMEN Germany is part of the international, owner-managed NOMEN Group based in Paris.

The NOMEN Group employs more than 80 full-time employees and around 150 freelancers and correspondents in 80 countries worldwide.

On the creation, management and continued protection of brands, the NOMEN Group offers a broad range of expertise in the following areas:





rail | systemizer

Battery system for
railway applications



Branding Stories

How can your vision become embedded in your company?

HOPPECKE Batteries, from Brilon, is the largest producer of industrial battery systems in European trade. The business portrays itself as an expert in energy saving solutions, which has a better understanding of its customers than any other business.

Nomen was consulted in order to embed the vision and mission into the company. Following an extensive analysis of the business with its product landscape and competition, as well as workshops with specialists in the different business areas, a consistent naming concept was developed. It builds the foundations for future product naming and makes the vision understandable inside and outside.

- ▶ power line
- combiner line
- systemizer
- optimizer
- ecomizer

The product structure
of HOPPECKE's
Energy Saving Solution

Brand Stories

How do you make technical innovation more visible?

Innovations are often not well perceived as they disappear in a flood of information or because they do not differentiate themselves enough from other products. Noticeable names that highlight the product benefits in a striking way can help. This led to the development of the name Ixo for the first lithium-ion battery based cordless screwdriver from BOSCH. NOMEN paid special attention to the names already established in the market, as differentiation was the top priority. Ixo is part of a naming strategy that represents small, practical tools in an original way. Today the product is the most popular power tool in the world.



▶ Ixo

Innovation from Bosch:
an power screwdriver
with Lithium-Ion batteries

Brand Stories

How can a name refine brand position?

MARTOR is a leading international manufacturer of safety knives, based in Solingen. As part of a repositioning, the product portfolio and product naming of the family business were reworked. The mission for NOMEN: Focus on safety. The new product names SECUMAX, SECUPRO, SECUNORM make the various security levels clear. The tagline “Enjoy safety made in Solingen” supports the strengthened brand position.

„Enjoy safety
made in
Solingen“

SECUMAX 350



SECUPRO 625



SECUNORM 175



Brand Stories

How do you achieve a greater brand impact?



The Croatian tourism provider SOLARIS/MILENIJ is growing and wants to increase its appeal to international tourists. Their wide product range includes hotels, holiday apartments, wellness centres, conference centres, as well as marinas and camp sites. In the past the business used different brand names for each of these.

Under the motto “less is more,” NOMEN created a uniform umbrella brand with Europe wide brand protection. It positions the tourism provider as top quality and welcoming, where guests from all over the world can feel at home. The name Amadria Park conveys this new positioning and combines the different names that were previously very different. The logo developed by NOMEN emphasises its positioning in the premium market segment. The starting point here was to develop a basis for strong brand communication and successful referral marketing.

Amadria Park

A leading tourism provider in Croatia

How do you introduce a naming system into a new market?

The e-bike market has grown rapidly in the last few years, not least because of BOSCH e-bike systems, which has established itself as the European market leader for e-bikes. Bosch leads the way for more than 50 of the leading bicycle brands in Europe, which use components epowered by BOSCH.

Previously, the focus was on technological products and system developments. Today, BOSCH eBike systems offer the perfectly balanced solution from the drive unit, to the battery, to the intuitive on-board computer. NOMEN's international naming system which was developed in collaboration with the BOSCH e-bike project team provides. The naming strategy provides assistance for the naming of drive systems, product lines and on-board computers, including their components, such as chargers, batteries, apps and engine characteristics as well as online presence.



▶ **Nyon**
Kiox
Board computer

▶ **PowerPack**
PowerTube
Batteries

by Bosch
e-bike systems



Establishing the naming regulations for the completely new product market was a particular challenge for a number of reasons. One being, that there were no empirical values regarding the customer groups to be addressed. It is also a highly dynamic market as drive manufacturers, bicycle manufacturers and mobility companies almost simultaneously position themselves on the new e-bike market. Other challenges include internationally different legal legislation, i.e. speed restrictions and the demand for different types of e-bike e.g. leisure e-bikes and sport e-bikes.

NOMEN identified the name requirement and gave recommendations on where to focus the product's communication. The development of the new naming system went hand in hand with the new product development. With each new product, the system was repeatedly tested and reworked. The name concept is logically built and understandable – dealers in particular welcome this. It makes the BOSCH brand stand out, while giving guidance to customers. The written naming guidelines serve internally as guidance for the creation of all future names.

Brand Stories

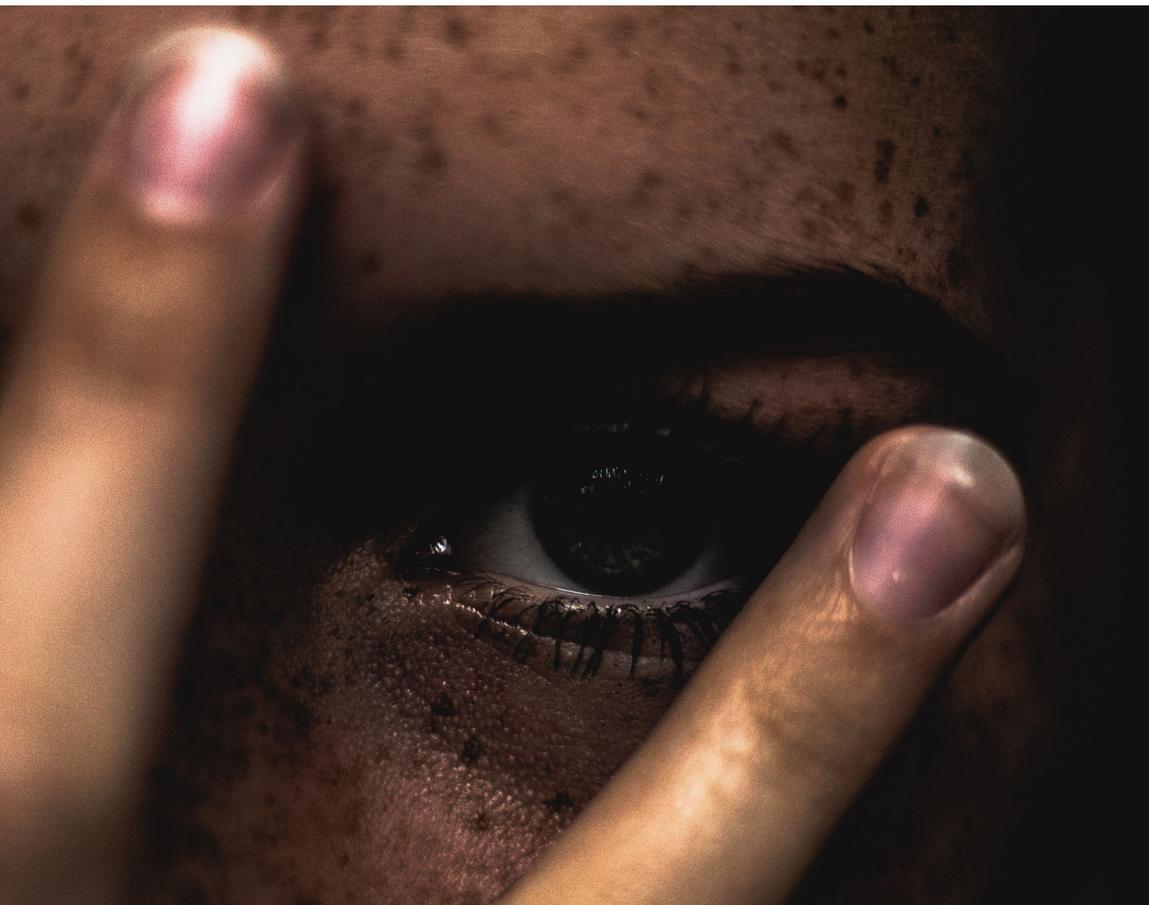
How does a brand become emotional?

Camera lenses by ZEISS have been used to take millions of photographs worldwide. In order to give the product portfolio a stronger customer focus, NOMEN developed a new naming approach. It focuses on the emotions of photography and places the technical properties of the lenses in the background.

All of the names represent lens lines and are based on international word stems. All names are easy to read and win over customers with their pleasant sound. The result: the market for camera lenses grew very positively in the financial year 2015/16, especially in the field of mirrorless cameras, which ZEISS lens lines Batis and Loxia are a part of.

▶ Batis und Loxia

ZEISS camera lenses



How can you simplify product naming within a company?

BOSCH Building Technologies is an experienced system integrator for connected and integrated solutions that make your buildings more secure, more efficient, and more comfortable. BOSCH's product portfolio includes video, intrusion, fire-alarm, and voice-alarm systems, as well as access control systems and management software. Professional audio and conference systems for transmission of voice, sound and music are also available.

NOMEN has developed a unique and future-proof worldwide naming concept for BOSCH Building Technologies, in order to restrict the ever-growing number of different naming techniques. To achieve this, NOMEN examined the whole product portfolio and analyzed the existing names in terms of strengths and weaknesses, and then made a proposal for the future naming system. This is now a binding component of the BOSCH Building Technologies' product naming process, which is used in marketing each new product name.

► **FERION**
smoke detector

Wireless Smoke Alarm
FERION 3000 OW



Brand Stories

When do name changes make sense?

VOLKSWAGEN Commercial Vehicles took this step to reposition their light (“load transporter”). The name was not noticed enough in the market and not understood internationally. After conducting a comprehensive analysis of the product concept, product features and customer advantages, NOMEN developed the evocative name Crafter (craftsman, skilled worker). This encompasses the concept of the product and is very well received internationally.



► Crafter

Delivery vehicle with high ability from Volkswagen business vehicles

Brand Stories

Which marketing strategies fit the newly affiliated business division?

VISSMANN is a leading international manufacturer of industrial heating and cooling systems / heating, ventilation and air conditioning systems. The purchase of the Finnish refrigerated cabinet specialist Norpe Group was used to revise the entire brand architecture. Nomen analyzed the existing brand structure, worked through different brand scenarios and did a review with the VISSMANN marketing team. Then, NOMEN developed a concept for the integration of Norpe product names. The result is a two-brand strategy clearly differentiating the heating products from commercial refrigeration systems. It is easier for customers and employees to learn and is easy to communicate.



► Naming strategy

for the refrigeration units under the VISSMANN brand

Preview

Nomen references from many different sectors

Corporate brands

Corporate brands represent businesses inside and out. They combine all of the activities of the company, today and in the future and gather worldwide recognition.

Agineo

Enterprise service management with 'service now'

Amadria Park

Tourism provider in Croatia

Wincor Nixdorf

IT solutions for business and banks

Thales

Technology brand



Skyteam

Airline alliance

Aygo

City car
Toyota Motor Europe



International Product Brands

An international brand position makes product brands unique and distinctive among global competitors.

Arteon

Luxury car
Volkswagen AG

Flogo

e-bike
Biketec AG

Ixo

Cordless screwdriver
Bosch Power Tools GmbH

Nyon

On-board computer for E-Bikes
Bosch eBike Systems GmbH

Yaris

Small car
Toyota Motor Europe

Uproc

E-Bike
Biketec AG

B2B brands

Emotionally appealing B2B brands – that is not a contradiction, but the key to success. Strong B2B brands inspire customers, employees and of course, their sales.

Actirox

Abrasive
VSM AG

Antos

HGV
Daimler AG

Arocs

HGV
Daimler AG

Neosense

Auto display system
Bosch Car
Multimedia GmbH

Tegris

OP control
MAQUET Holding
B.V. & Co. KG



B2C brands

B2C brands are aimed at consumers. What makes a good B2C name? One that is simple, relevant and very easy to pronounce.

Heatfixx

Minature heating
pump
Wilto SE

Loxia

Camera lens
Carl Zeiss AG

Migo

Digital heating control
system
Vaillant Group

Shape Sense

Bathroom scales
Leifheit Group

Style Sense

Bathroom scales
Leifheit Group

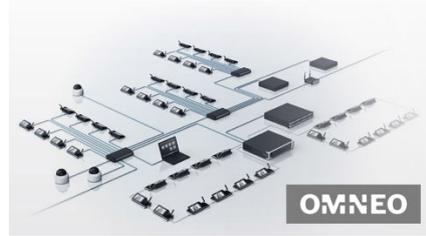


Vivatmo

Airway inflammation
monitor
Bosch Healthcare
Solutions GmbH

Technology brands

Even engineering technologies and processes need a name, which determines their brand positioning and sound.



Nexeed

Software solutions for
production and logistics
Robert Bosch GmbH

Syngo

Imaging software
Healthcare GmbH

Xelum

Continuous manu-
facturing platform
Robert Bosch GmbH

Omneo

Media networking
architecture
Bosch Sicherheits-
technik GmbH

Lifestyle

Lifestyle brands convey pure emotion. A successful brand name evokes many ideas with only a few letters.

Baiser volé

Female perfume
Richemont Northern
Europe GmbH

Miracle

Female perfume
L'Oréal S.A.

Yalia

Natural cosmetics
Denree Gruppe

Idylle

Female perfume
Guerlain SAS

Sheego

Fashion brand
Schwab Versand
GmbH



Sequoia

Bags and leather goods
SEQUOIA Sarl

Feature names

Feature names are descriptive additions, which valorize particular product variations.

Artis pheno

Angiographic device
Siemens Healthcare
GmbH

Somatom Force

CT scanner: top-of-
the-range-model
Siemens Healthcare
GmbH

Tiguan Allspace

Specific bodytype
of the Tiguan SUV
Volkswagen AG

Somatom Perspective

CT scanner
Siemens Healthcare
GmbH



► Vito Tourer

MPV under the
model brand Vito
Daimler AG

FMCG (fast moving consumer goods)

A good name offers what the target group expects from the brand. Brands for Fast Moving Consumer Goods convince consumers with concise language, simplicity and desirability.

Froop

Fruit yoghurt
Molkerei A. Müller

Fructiv

Whey drink
Molkerei A. Müller

Geramont Frisch-Genuss

Cream cheese
SAVENCIA Fromage
& Dairy Deutschland
GmbH

Persil Power- Mix Caps

2 component technology:
powder and gel
Henkel AG & Co. KGaA

Rama Cremefine

Light alternative
to cream
Upfield Deutschland
GmbH

Whiskas Sanfte Küche

Cat food
Mars GmbH



Chocolé

Biscuit sticks
Griesson – de Beukelaer
GmbH & Co. KG

Internet brands and platforms

Internet brands and brands for online platforms combine different digital services of core products under a user oriented brand name.

1-2-do.com

DIY community
Bosch Power
Tools GmbH

Mercateo.com

Purchasing platform
Mercateo AG

Railigent.com

Mobility application
suite
Siemens Mobility
GmbH

Xarvio.com

Digital farming
platform
BASF Digital
Farming GmbH

Scook.de

Platform for teachers
and students
Cornelsen Verlag
GmbH

smart Ready to

Mobility service
Daimler AG



Axoom.com

Digital production
platform
Axoom GmbH

Own brand products

Own brands are brand names launched and sold exclusively by the same retailer chain. The names speak to a wide audience by being open in meaning and phonetically pleasant.

Esmara

Women's clothing
Lidl GmbH & Co. KG

Ernesto

Cooking utensils
Lidl GmbH & Co. KG

Lupilu

Children's products
Lidl GmbH & Co. KG

Korrekt

Discount brand
Globus SB-Warenhaus
Holding GmbH & Co. KG



Bevola

Health and beauty brand
Kaufland Dienstleist.
GmbH & Co. KG

Team

NOMEN International

Different cultures, skills and many unconventional, creative ideas. Welcome to Nomen International. The Nomen team is highly motivated and has international links. We share a love of languages, words and brands. Developing global marketing strategies and brand names is our passion. We look forward to every new project because working with brands and their owners is what we love doing.



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