

Branch Experience Werner Brandl Naming Projects

- **Appliances** CE, power tools
- **B2B Services** Consulting for industrial production, gastronomy gas service
- **Building / Housing** Shutters, blinds, hobs, kitchen hoods
- **Chemicals** Distributor of gases, portfolio of automotive coatings*
- **Computer / Hardware** Notebooks*
- **Confectionary** Chewing gum varieties, chocolates, nibbles
- **Cosmetics / Luxury** Fragrance*
- **Dairy** Fruit yogurt*, dessert*, cheese, soft cheese, butter
- **Electronics** Electrical components, hifi system, home alarm system
- **Energy** Wood pellets, natural gas logistics*
- **Finance** Credit cards app, payment process, customer segments
- **Food** Spicy honey products, snacks
- **Household** Sofas, kitchens
- **Industry / B2B** Portfolio of flowmeters, localization service provider
- **Insurance** Individual and supplementary insurances, features, variants
- **Machinery** Robots / robotics, measuring instruments
- **Med Tech** Lab thermostates
- **Online Services** Online shopping mall
- **Press / Print** Women's / members' magazine, seniors' magazine *
- **Publishing** Law textbook title
- **Real Estate** Tenant services, property manager software
- **Retail** Customer loyalty program + loyalty card
- **Software** Software suite for transport, cloud services for accountants
- **Sports / Leisure** Alpine skiing, camping / caravan
- **Technology** Chip card reader, measuring system, sensor segments
- **Telecom** Radio communication system
- **TV / Media** TV station*, film title
- **Vehicles / Automobile** Compact car*, disk brakes for trucks

* Als Projektleiter der Nomen International Deutschland GmbH