

Industry Experience of Werner Brandl: Naming and Branding Projects

Industry	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*
• Corporate	Merger, fusion, spin-off
• Dairy	Fruit yogurt*, dessert*, cheese, soft cheese, butter, snacks*
• Electronics	Electrical components, hifi system, home alarm systems
• Energy	Wood pellets, natural gas logistics*
• Finance	Credit cards app, payment processes, customer segments
• Food	Spicy honey products, snacks, nibbles
• Health	Health group, group practices, clinic
• Household	Sofas, kitchens, emergency call systems
• Industry / B2B	Container services, localization services, food industry consulting
• Insurance	Individual and supplementary insurances, features, variants
• Life	Strollers
• Machinery	Robots / robotics, measuring instruments, flowmeters
• Med Tech	Lab thermostates
• Press / Print	Women's magazine, seniors' magazine*
• Publishing	Law commentary
• Real Estate	Tenant services, property manager software
• Retail	Customer loyalty program + loyalty card, online shopping mall
• Software	Software suite for transport, cloud services for accountants
• Sports / Leisure	Alpine skiing, camping / caravan
• Sweets	Chocolates, wafers, chewing gum
• Technology	Chip card reader, measuring system, sensor segments, payment app, Typo3 agency
• Telecom	Radio communication system, air safety systems
• TV / Media	TV station*, film title
• Vehicles / Automotive	Compact car*, truck disk brakes, booster seats, friction materials

* As project manager of Nomen International Deutschland GmbH, Düsseldorf