PARKER BRAND STANDARDS
NAMING A DIVISION

We believe a name should provide clarity—the simpler, the better. It should inform internal and external audiences and engage customers at a glance. When you're developing names for divisions or industrial and consumer products, the approaches in this section make for a smooth approval process.

New names for Parker divisions are required for a number of reasons: acquisitions, mergers of existing divisions, development of an approved sub-brand or to focus solely on one market. In any of these instances, this section will help you determine how best to name, or rename, a division.

Choosing an appropriate name for a Parker division is an important decision. The following naming approach helps ensure naming consistency across Parker worldwide. Your proposed division name must be approved by Corporate Communications before committing funds to its implementation and promotion.

DESCRIPTIVE	SUB-BRAND	MARKET
Descriptively naming a division will clearly identify the products, systems or services offered to customers. *Example*: **Tube Fittings Division** • Be as succinct as possible (2-4 words). • Clearly identify the products or services offered by the division. • Be clearly distinguished from other Parker division names and acronyms so there is no potential for customer or internal confusion. A regional distinction may be added to a descriptive name. *Example:* **Tube Fittings Division Europe**	Divisions operating under a sub-brand approved by Corporate Communications have the option of naming the division after the approved sub-brand. *Example:* **Chomerics Division** Some division operations are responsible for multiple sub-brands or a sub-brand and a Parker brand in the same division. In this case, the division name should be descriptive.	Naming a division after a market is the biggest hurdle to achieve. A division may only be named after a market if it will represent substantially all Parker products supplied to that market.

PARKER BRAND STANDARDS
NAMING A PRODUCT

Rather than adopting new trademarks for products, which can be costly and create confusion in the marketplace, take advantage of the good Parker name and reputation when you're faced with naming a product.

Descriptive Product Name

When naming a new product it is highly recommended to develop a purely descriptive name (e.g. Parker Chelsea 210 Series Power Take-Off), this does not require approval from Corporate Communications.

Consumer Product Name

There are instances where our products are sold directly to consumers. In these cases, it may be beneficial to create and market a consumer-friendly name. This is a much different process than creating a traditional descriptive name. A consumer name also requires creative development, legal research and trademark registration and can be costly to market initially

If you believe you have an opportunity to develop a consumer product brand that will add value to Parker, please submit the request for approval emailing branding@parker.com and include:

- Product Name
- Estimated Marketing Budget
- Division
- Full Name
- Title
- Email
- Phone Number

NOTE: All new consumer product brands must be approved by Parker Corporate Communications.

HELPFUL TIPS FOR PRODUCT NAMING

1. Strategy Brief

a) Fill out strategy brief.

b) Evaluate competition.

c) Who are the target audiences (prioritize)?

2. Brainstorm

a) Functional benefits:

i) What does the product do?

ii) What does it do better than the competition?

iii) Why is this valuable (details)?

iv) What are the customers' motivations for evaluation of a "new" product?

b) Emotional benefits:

i) How does this benefit the buyer/user on a daily basis?

ii) What are the customers' personal motivations for purchase decisions?

iii) What are the customers' personal fears associated with this decision?

iv) What keeps our customers up at night?

c) Shared benefits:

i) What functional and emotional benefits "cross over" or are similar?

ii) What is the one derived key value to our customers/target?

3. Name Generation

a) Brainstorm names based on the shared benefits.

b) Names should be short, compelling, descriptive, easy-to-say and relay the key value?

c) Compile a long list of possible names (no bad ideas). Review.

d) Compile a short list of possible names.

4. Recommendation

a) Socialize two to three names with your team.

b) Elicit input from non-team members (in or out of industry).

c) Choose final name.

d) Submit a Product Naming Approval Request to branding@parker.com.

5. Investigation

a) Will/should this name be translated? Research possible global issues?

b) Work with Parker legal team to:

i) Check availability of name in industry.

ii) Register copyright.