

## **Naming Portfolio: Representative Samples**

### **GeoVac**

**Client** Elgin Sweeper Co.

Environmentally-friendly street sweeper with low-noise, high efficiency debris pickup and universal sweep system (compact design fits both U.S. and European truck chassis).

### **Global Frontiers**

**Client** Federal Signal Environmental Products Group

Annual sales conference for world-wide sales organization, held in Arizona foothills.

### **InGenius**

**Client** Intermatic Inc.

Centralized, programmable total home energy control and surge protection system.

### **PanelGuard**

**Client** Intermatic Inc.

Centralized total home surge suppression system hard-wired into the circuit breaker panel.

### **CountryFlame**

**Client** American Hearthland

Clean-burning, petroleum-free charcoal grill lighter fluid made from corn ethanol.

### **LifeBalance**

**Client** Rockford Health System

Stand-alone diabetes treatment and management center.

### **Healthy Choices**

**Client** Delnor Community Hospital

Print publication (and companion Web-based class registration system) containing listings of health and wellness classes. (Note: This name predates the popular frozen entrees sold today.)

### **Honorable Mentions**

**Client** Delnor Community Health Care Foundation

Print publication containing success stories regarding the impact the Foundation and its major donors have made in the community, as well as listings of individuals who have made contributions.

**Senior Vitality**

**Client** Delnor Hospital

Hospital-based senior health and wellness membership program.

**StormBlocker**

**Client** Hy-Lite Products

Hurricane-proof acrylic block window, built to withstand Dade County Florida missile impact, water penetration and air pressure tests.

**Private Elegance**

**Client** Hy-Lite Products

High-obscure decorative glass windows designed for upscale bath, spa and bedroom applications.

**GroMaster**

**Client** Midwest Groundcovers

Computer-controlled central watering and fertilization system designed for decorative plant growers and tree/shrub nurseries.

**NogginLand**

**Client** Nogginland Inc.

Creator of early childhood educational products designed to provide cognitive and fine motor skills development in fun, interactive ways.