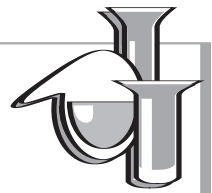


Science In Our Lives



Naming A Fish After A Vacuum Cleaner

(NAPSA)—From the Jaguar car and the Le Tigre brand to American Eagle, Hush Puppies and Rhino records, items, brands and companies have long been named after animals. So maybe it should come as no surprise that animals are now being named after companies. A recently discovered fish has been named *Electrolux addisoni*, after Electrolux vacuums, and a dinosaur-era animal received the moniker *Kryoryctes cadburyi* after the chocolate giant Cadbury Schweppes.

In a brand-driven society, brand names are influencing the world of nature.

The electric ray fish was discovered in 2003, when scientists in South Africa stumbled upon a new species of fish boasting suction powers that happened to emulate a household vacuum. Mark Addison discovered the fish and gained naming rights, choosing the name after the fish's vigorous sucking powers and its use of self-generated electricity. The naming received attention when it was announced in the recently published *Smithiana Bulletin*, a South African scholarly journal on aquatic biodiversity.

The Electrolux brand is well-known for its long-lasting, powerful canister vacuums. Today's vacuums have a great deal in common with the fish. The company's recent introduction, *Intensity*, features a shorter-than-normal hose that rivals an electric ray for ingenious power.

The naming says a great deal about the power of the brand, and its namesake fish seems as dedi-



Brand names are finding their way into nature with living creatures being named after the products they most resemble.

cated to cleaning.

Intensity is compact for convenient storage and boasts powerful suction that some may say is most comparable to the fish.

The vacuum features the industry's shortest air path of 3 inches (versus the standard 30-45-inch hoses) and therefore the highest suction power of any household vacuum cleaner.

The canister vacuum, *Oxygen³*, follows those footsteps by sucking up 99.97 percent of dirt and allergens with a sealed HEPA filtration system, leaving next to nothing behind.

And while the fish doesn't

appear to be more than just another ocean creature, its ability to both suck and use self-generated electricity draws comparisons to the 2-in-1 cordless vacuum, the *Ergorapido*, which features both handheld and stick vacuum capabilities.

These products have been described as being about more than just great suction—they provide convenience along with powerful results.

Electrolux addisoni is not the first example of bringing brands into nature. In 2005, a dinosaur-era mammal eventually called *Kryoryctes cadburyi*, was discovered in Australia and acquired its name from chocolate giant Cadbury Schweppes after the company promised chocolate to researchers participating in the search.

And more companies are following that lead and leveraging the world of science to create brand awareness.

Some companies are turning branding power of naming into a new paid advertising opportunity. In fact, this September, scientists in Monte Carlo held an auction for the naming rights of a new fish species, raising a total of \$2 million to benefit conservation programs in Indonesia.

After these naming extremes, where will the trend go from here? Soon there could be countries, even planets, named after companies in the never-ending drive to increase brand awareness!

For retail locations and product information, visit www.electroluxusa.com.