

But there was a problem. Over decades, the color system lost its identity and was copied by competitors, being referred to by many names and non-names, including Progression System, Color Code or Resistance Band Color Program. It took strong leadership to end that. Kevin Turner, Vice President, Brand & Product, and David Wells, Senior Product Manager, rallied their organization to commit to a singular name for this breakthrough: The Trusted Progression™ System. No longer referred to by multiple names and now trademarked, it became easy for sales representatives to sell it and clinicians to ask for it. The Trusted Progression System became a major asset to their brand once again and clearly repositioned them as the premium product in the segment.

The Venturi Effect

Michael DiMino is a renowned CEO celebrated for his ability to revitalize companies to extraordinary heights. As the leader of TriStar Industrial in Phoenix, his exceptional performance during the company's acquisition by the respected private equity firm Trive Capital caught the attention of their leaders: Jared Reyes, Jay Vise, and Danny Valiente. Seeking to create a larger brand, Trive merged TriStar Industrial with three other PVF (pipes, valves, and fittings) firms. When it came to naming this new venture, they aimed for a distinctive and meaningful identity that transcended the generic names commonly associated with holding companies.

After an extensive process of research and collaboration, our team presented "Venturi" as the ideal name. It pays homage to Giovanni Venturi, the nineteenth-century discoverer of the Venturi effect—a phenomenon where the velocity of fluid increases while passing through a constricted section of a pipe, leading to a decrease in pressure. The name *Venturi* aligns with their core principles of efficiency and expertise, plus establishes a memorable, original brand identity.



Once you identify a unique product or system, name it, give it meaning, and honor it. Tell its story. Realize that your customers don't have the interest or energy to wade through internet searches to learn what makes you different. Make it as easy as possible. Make it fun and interesting. Name it.