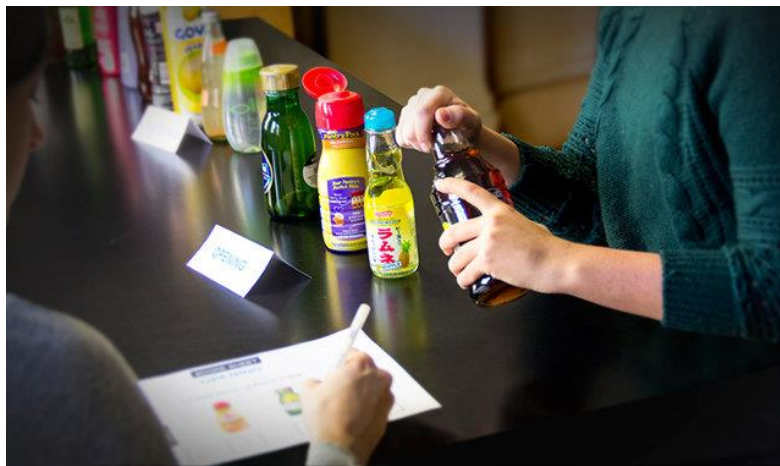


To Lure Customers, Appeal To All 5 Of Their Senses

STUART LESLIE, PRESIDENT AND FOUNDER OF 4SIGHT INC, OFFERS SIX TIPS FOR PACKAGING YOUR PRODUCT AND CAPTURING CONSUMER ATTENTION.

WRITTEN BY [Stuart Leslie](#)

We know that consumer purchase decisions are often made quickly and subconsciously, but there are opportunities where it's possible to influence a consumer's perception of a brand. People often make buying decisions by using all five of their senses and once product designers discover what each of these sensory influencers are, they can develop packaging that strategically speaks to consumers at each stage of the decision-making process. It's ultimately about designing a complete experience--one that supports the brand every step of the way.



At my company, we developed the 4sight Sensory Lab, pictured above, to uncover these answers. Here, for example, cold beverage drinkers known to prefer their drinks not simply cold, but chilled to the perfect temperature, are taken through a progression of exercises that mimics the various points of contact that consumers have with a product.

IT'S ABOUT DESIGNING A COMPLETE EXPERIENCE—

ONE THAT SUPPORTS THE BRAND EVERY STEP OF THE WAY.

We identify which bottle shape, size, color, material, and texture promises that sense of cold refreshment at first glance. As the test subjects move closer, details such as condensation and frost become evident and when they are handed several bottles, each chilled to the exact same temperature--but made of different materials, textures, shapes and finishes--they provide feedback on which one *feels* like just the right cold.

In the Sensory Lab, our process helps us ensure that at each stage of interaction with a brand, consumers receive the right information, enabling them to see, feel, hear, smell, and taste the value of the product. Here, we've identified the six stages that lead to a first purchase or a repeat purchase:

THE FIRST GLANCE



This is the first impression at a distance, seeing the product in someone else's hand, on the shelf, or across the room. It's the first visual promise of what a product will do for your senses. For Pom 100% Pomegranate Juice, the distinctive profile of the bottle featuring those fully rounded spheres, allows the distinct dark red color of the juice to catch the attention of a shopper. It promises a bold, robust taste. A new entry into the tequila segment, SX Tequila chose a distinctive, curvaceous bottle with smooth lines and frosted texture to communicate the sense of a smooth-tasting, chilled beverage.

THE INSPECTION

Here, consumers take a closer look and this is where details begin to hint at tactile sensations. Flowing details etched into the structure of the Aquafina water bottle strongly suggest the refreshment that the product provides.



Orangina, meanwhile, promises its fresh orange flavor through a dimpled finish on the bottle that suggests you are consuming straight from an actual orange.

THE PHYSICAL INTERACTION

Next, consumers make that first physical contact and combine the visual with the tactile experience. When grasped, the

gentle curvature of the Febreze bottle and the angled spray head convey the soft and pleasant aroma that will fill the air. The smooth, diagonal neck on the new Miller Lite Bottle promises a refreshing flow of beer while the bold taper from the neck to the body provides a strong and confident grip for the hand. Adding the texture of the hops etched in the glass provides further engagement.

THE OPENING



When the consumer makes a physical step towards consumption or use of the product, there's another opportunity to solidify your brand's perception. When the foil cover is peeled off of a can of San Pellegrino, it offers the sensation of actually peeling fruit. It also incorporates a crinkling sound, which adds to the sensory experience at opening.

CONSUMPTION OR USAGE

The point at which the product is consumed or used and here, all five senses can be at play.



A smooth metal tip on Clinique's Even Better Eyes product provides a refreshing and reviving cold sensation on the skin. For Gerber Good Start, the designated scoop holder on the side of the container provides for a clean usage experience and preserves the product for future consumption, as fingers do not contaminate the powder.

THE COMPLETION

There's another opportunity to create a pleasant user experience when the product is disposed of or put away for later use. Wrigley 5 Gum incorporates a lock feature and embossed details to convey a secure and clean resealable pack. The Oreo cookie package also utilizes the sense of sight with a resealable film to promise lasting freshness. Once the film is replaced after each usage, it recreates the look of a fresh, unopened package.

In The Sensory Lab, we've gleaned significant insight into how the five senses influence consumer decision-making at six pivotal points. Incorporating a similar approach in your design process will help insure your package effectively communicates key brand attributes at each and every point of influence.

“Branding”

Parts of this article was taken from an article dated 2/7/05.



McDonald's, the Golden Arches, is one of the world's most famous brands.

A **brand** represents the holistic sum of all information about a product or group of products. This symbolic construct typically consists of a name, identifying mark, logo, visual images or symbols, or mental concepts which distinguishes the product or service. A brand often carries connotations of a product's "promise", the product or service's point of difference among its competitors which makes it special and unique. Marketers attempt through a brand to give a product a "personality" or an "image". Thus, **they hope to "brand", or burn, the image into the consumer's mind**; that is, associate the image with the product's quality. Because of this, a brand can form an important element of an advertising theme: it serves as a quick way to show and tell consumers what a supplier has offered to the market.

Well known products acquire **brand recognition**. A **brand name** comprises that part of a brand consisting of words or letters that humans can verbalize. A brand name that has acquired legal protection becomes a trademark.

Branding has become part of pop culture. Numerous products have a brand identity: from common table salt to designer clothes. Non-commercially, branding can also apply to the marketing of entities which supply ideas or promises rather than goods and services -- such as political parties or religious organizations.

Consumers as a group may look on the brand as an important aspect of a product, and it can also add value to a product or service. It carries the reputation of a product or company. A branded laundry detergent may sell twice as much product as a store-brand detergent. Although the two products may resemble each other closely in almost every other respect, people have learned to regard the branded product as superior. **In some cases they believe that because it costs more it offers better quality.**

Some well-known examples are: Apple computer's apple with a bite out of it started out as a rainbow of color, and has been reduced to a single color without any loss of recognition. Coca Cola's script is known the world over, but is best associated with the color red; its main competitor, Pepsi has taken the color blue, although they have abandoned their script logo. IBM, also known as "Big Blue" has simplified their logo over the years, and their name. What started as International Business Machines is now just "IBM" and the color blue has been a signature in their unifying campaign as they have moved to become an IT services company.

There are some other logos that must be mentioned when evaluating what the mark means to the consumer. Automotive brands can be summed up simply with their corporate logo- from the Chevrolet "Bow Tie" mark to the circle marks of VW, Mercedes and BMW, to the interlocking "RR" of Rolls-Royce each has stood for a brand and clearly differentiated the product line.

Other logos that have become global: the Nike "Swoosh" and the Adidas "Three stripes" are two well-known brands that are defined by their corporate logo. When Phil Knight started Nike, he was hoping to find a mark as recognizable as the Adidas stripes, which also provided reinforcement to the shoe. He hired a young student (Caroline Davidson) to do his logo, paying her \$35 for what has become one of the most well known marks in the world (she was later compensated again by the company).

While large corporations spend hundreds of thousands of dollars to update and implement their logos, many small businesses will turn to local graphic designers to do a corporate logo.

An interesting case is the refinement of the FedEx logo, where the brand consultants convinced the company to shorten their corporate name and logo from "Federal Express" to the popular abbreviation "Fed Ex". Besides creating a much stronger, shorter brand name, they reduced the amount of color used on vehicles (planes, trucks) and saved hundreds of thousands of dollars in paint costs. Note also, the right pointing arrow in the new logo is a subliminal hint of motion.

7 Companies Inspired by Greek Mythology and Their Logos

<http://www.ruhanirabin.com/companies-greek-mythology-logos/>

Greek mythology is present in our everyday lives whether we know it or not. It is deeply embedded into our everyday culture, and a lot of the movies we see, books we read, music we hear, and yes – even products we buy – are deeply influenced by the Ancient Greeks.

The ancient Greeks had many different gods and goddesses – hundreds of them – and they are reflected through us through our language on an everyday basis. Let's take a look at 7 companies that use the ancient Greek mythology as their business name and logo.

The Tennessee Titans



You might not think that a professional football team would be considered a company – well that is exactly what it is! The titans were what were around before the Greek gods and goddesses, and are where the likes of Zeus, Hades, and Poseidon come from.

NIKE

Yes we all have heard of the gigantic shoe and sportswear company (hopefully), but did you know that the Nike is the Greek goddess of victory? It only makes sense to name a sports shoe company after the goddess of victory.



AMAZON

Yes the web site that is (at the time of this being written) currently ranked as the 14th most visited site in the US is named after a race of warrior women.



PANDORA

There are many different companies out there that hold the business name of Pandora. Pandora Jewelry – and more recently Pandora radio are just a few of many out there. Pandora was the first woman in Greek mythology and her name means “all gifted.” “Pandora’s box” is a box that contained all of the evils of the world, and when she opened it, all of the evils were released into the world and the only thing that remained inside of the box was hope.



Saturn

Apart from being one of the planets in our system, Saturn – which is the name of a car company in today’s world – was the Roman name for Cronus, who was the father of Zeus.



Trident

The trident was the three pronged spear of the god of the sea Poseidon. Trident gum is a popular gum and Trident actually literally translates into “three toothed.”



Venus

Venus is another name that got changed (from Aphrodite) once the Romans took over the Greek mythology. Today, Venus is a very popular and famous beauty product for women.

Many times, in our spoken language, and our day to day use of products we forget that there are many different origins to the languages that we are speaking. It’s nice to know your history however, and diving into Greek mythology every once in a while to learn about it (so that it is hand in hand knowledge) can be very good for you. And who knows, perhaps you will end up naming your company (whether it be a [SEO Company](http://greekmythologytoday.com/biz.html) or a shoe company) after a Greek God!



<http://greekmythologytoday.com/biz.html>

Mythology is everywhere! There are thousands of companies, corporations and groups that take their name, logo or theme from ancient mythology. I have provided a variety of examples alphabetically to help you in starting your research.

Some are well-known international companies, others are of a more local nature. Similarly, there are well-known mythical characters, and others more obscure.

Abaris - He was a Hyperborean priest of Apollo who came to Greece to get away from a plague in his own hometown. Endowed with the gift of prophecy and healing, he was held in high esteem by the people because of his simple ways and his honesty. He is alleged to have taken no earthly food, and he rode through the air on his arrow, given to him by Apollo. He used incantations to cure diseases and was said to have delivered the world from a plague. In today's business world, [ABARIS Training](#) has been "leading the world in advanced composite training for 30 years." [ABARIS International](#) specializes in work and rescue equipment. [ABARIS Business Consulting](#) "strives towards business consciousness."

Abas - Goddess Demeter transformed the foolish Abas because he laughed at her when she entered his house and drank eagerly because she was very thirsty. Because he mocked her, she punished him by changing him into a lizard. [ABAS Software](#) is a worldwide service and software provider, specializing in e-commerce products and service. [ABAS Leather Accessories](#) is a leading American producer of fine leather goods and accessories.

Achilles - One of the greatest heroes in Greek mythology, and a protagonist in the epic Trojan War. [ACHILLES Inflatables](#) is a provider of industry certified inflatable boats and crafts. [ACHILLES International's](#) mission is *"to enable people with all types of disabilities to participate in mainstream athletics."*

Acis -According to the writer Ovid, Acis was a man who was beloved by the nymph Galatea. This made the Cyclopes Polyphemus very angry, because he was madly in love with the beautiful nymph, so the jealous beast crushed Acis under a huge rock. The mourning Galatea changed his gushing blood from under the rock into the river Acis or Acinius, at the foot of Mount Aetna. [ACIS Educational Tours](#) provides the *"highest quality in educational travel."* [ACIS Consulting](#) is a Toronto-based consulting company that helps companies better organize their information assets.

Actaeon - The legendary huntsman who saw the goddess Artemis bathing and was punished by her for this indiscretion by being turned into a stag. His own hounds eventually tore him to pieces, not realizing it was their master. There is Actaeon Photo, [Actaeon Films](#), and even [six ships in the Royal Navy](#) have been named Actaeon after the mythological character.

Aegis - Zeus and Athena's protective shield; [Aegis](#) is a modern security and risk management company. The [Aegis Combat System](#) is a naval weapons system that uses powerful computers and radars to track and guide weapons to destroy enemy targets. AEGIS is one of the largest HIV/AIDS databases in the world.

Aeson - King of Iolcus and father to the great hero Jason, of the Argonauts and the Golden Fleece fame. You will find [Aeson Flooring Systems](#) and Aeson Group Business Consultants.

Aetna - A daughter of Uranus and Gaia. She is the personified goddess of Mt. Etna, a volcano on Sicily. [Aetna](#) is a major health insurance company. There exists an [Aetna Pest Control](#) company, an [Aetna Insulated Wire](#) company. [Aetna Group](#) produces stretch wrapping machines, shrink film wrappers and more.

Ajax - Greek warrior in the Trojan War, who "cleaned up" in battle; **Ajax** is the name of a popular household cleanser.

Amazon - Race of warrior women; amazon.com - huge on-line bookstore. There is also the [Amazon Health Care](#).

Ambrosia - In ancient Greek mythology, *ambrosia* is sometimes the food, sometimes the drink, of the Greek gods. There is [Ambrosia Natural Foods](#), [Ambrosia Software](#), the famous [Ambrosia Salad](#), and a ton of cafes, banquet halls and restaurants named Ambrosia.

Amphion - Amphion is the son of Zeus and the nymph Antiope, the queen of Thebes. His twin brother is Zethus. [Amphion](#) of Finland produces premium grade loudspeakers. [Amphion Medical Solutions](#) provides medical record transcription and coding to the healthcare industry.

Antheia - A goddess from the island of Crete, Antheia was the goddess of vegetations, lowlands, marshlands, gardens, blossoms, the budding earth and human love. There is an [Antheia Flowers](#), an [Antheia Ballroom](#), and even an [Antheia Hotel](#).

Apollo - God of light, masculine beauty and music; **Apollo Theater** is a famous music hall in New York city. There's also an [Apollo Health and Beauty Care](#), [Apollo Photonics](#) provides photonic (light) integrated circuit and devices. [Apollo Studios](#) is a high fidelity music workshop and [Apollo Athletic Club](#) promotes an active and healthy lifestyle.

Ares - Greek god of war; popular car model. As well, [Ares](#) is a free open source file sharing program that enables users to share any digital file. There is an [Ares Lighting Systems](#) and even an [Ares Cuisine Supply](#) company.

Argus - Giant watchman with a hundred eyes; **Argus Security** is a modern security company, specializing in commercial business protection. [Argus Machine Company](#) offers solutions to the gas and oil industries. [Argus Controls](#) specializes in automated control systems. [Argus Media](#) offers daily market prices and analysis.

Atlas - Was the Titan who was doomed to support the heavens on his shoulders; Ford Motor Company just announced its new [Atlas Concept Pick-up Truck](#), which "will define future pick-up trucks", according to the company; Atlas is also the name of a modern moving company (Atlas Van Lines); also, Atlas Travel is a popular name for travel agencies all over the globe. You will also find [Atlas Railroad Company](#), [Atlas Snowshoes](#), and even [Atlas Games](#).

Aurora - Roman name for Eos, goddess of the Dawn; luxury car model.

Caduceus - A winged [staff with two snakes](#) wrapped around it. It was an ancient astrological symbol of commerce and is associated with the Greek god Hermes. You will find [Caduceus Magazine](#), and [Caduceus Wine Cellars](#) in Arizona.

Calypso - A sea nymph, daughter of Atlas, who held Odysseus prisoner for seven years on her island of Ogygia. There is mineral exploration company [Calypso Uranium](#), [Calypso Technologies](#), and [Calypso Studio](#) in California.

Cerberus - The three-headed hound that guarded the gates to the Underworld. [Cerberus Capital Management, L.P.](#), is one of the largest private equity investment firms in the US. Also, [Cerberus](#) is the name of a continuous builder software program from Ruby that "like his ancestor will guard your application tests and won't let your project go to the world of dead projects", according to the company. [Cerberus FTP Server](#) is a file transfer for internet administrators. There are dozens of companies named or derived from Cerberus.

Charon - Boatman who ferries the souls of the dead to the Underworld; Charon Internet Providers and [Charon Productions](#) are two more modern uses.

Centaur - Mythological creatures that are part human and part horse. In modern society, you'll find [Centaur Theater Company](#), [Centaur Floor Machines](#), [Centaur Riding School](#), and [Centaur Pharmaceuticals](#), which manufactures veterinarian medicine.

Ceto - A hideous aquatic creature, she is the personification of the horrors and dangers of the sea, regarded as the the mother of the Gorgons and many other monsters. Ceto Technologies produces high pressure seawater from the power of waves.

Chimera - A monster with the head of a lion, the body of a she-goat and the tail of a dragon. [Chimera Lighting Systems](#) provides photography lights. Chimera is the name of a World Wide Web browser for UNIX-based machines. In Toronto, Canada, the [Chimera Project](#) is a contemporary dance company.

Chloris - The goddess of flowers and the personification of spring and nature. [Chloris Collections](#) provides a tasteful "Flora and Fauna Inspired Jewelry Collection".

Cyclops - These were giant creatures with a single round eye in the middle of their foreheads. There is [Cyclops Electronics](#), [Cyclops Bikes](#), and you can even surf Cyclops Wave, Australia's heaviest wave and one-eyed wonder!

Delphi - Sanctuary to Apollo and home to his famous Oracles; Delphi Forums is an on-line meeting place to promote discussions and to find answers. [Delphi](#) is also the name of an international Automotive Group. [Delphi Group](#) specializes in global warming and [Delphi Energy](#) is into oil and natural gas

Dionysus - God of Wine. You'll find [Dionysus Wine and Spirits Company](#), [Dionysus Salon and Spa](#), [Dionysus Winery](#), [Dionysus' Kitchen](#) and possibly thousands of other restaurants and taverns named after the wine god.

Echo - She was the beautiful nymph who fell in love with Narcissus, but he ignored her until she pined away and only an echo of her voice remained. [Echo Power Equipment](#), [E.C.H.O.](#) (European Commission Humanitarian Organization) and [Echo Digital Audio](#) are some examples of use today.

Elysium - The dwelling place of the blessed, where those chosen by the gods live. There are the [Elysium Gardens](#), [Elysium Digital Design](#), [Elysium Hotel](#) on the island of Mykonos and [Elysium Hair Salon](#).

Eos - Goddess of the Dawn. You'll find [Eos](#) lip balm, the Canon Eos camera, the [Volkswagen Eos](#) vehicle, and even an Eos Golf Company.

Europa - A beautiful maiden seduced by Zeus when he took the form of a white bull. [Europa](#) is the official web site of the European Union. There's a [Europa Nightclub](#), [Europa Hotel](#) in Belfast, and [Europa Worldwide Logistics](#).

Gemini - The twin sons of Leda called Castor and Polydeuces (Pollux). [Gemini Observatory](#), the [Gemini Awards](#), and even a [Gemini Saw Company](#) are found.

Helicon - A woody mountain in Boeotia, Greece, dedicated to the Muses. [Helicon Software](#), [Helicon Tech](#), [Helicon Properties](#), Helicon Records and Helicon Publishing are some of the modern derivations.

Helios - God who daily drove the sun chariot across the sky; sun god. There's [Helios Software](#), [Helios Music](#) and [Helios Heater](#).

Hercules - Roman name for Heracles, the greatest Greek hero; the company called [Hercules](#) makes a top-selling video graphics card (their slogan is **Legendary Strength, Quality and Performance**); there is also the Hercules transport plane, used by the United States Air Force to carry large volumes of war material and food.

Hermes - Olympian Herald and Messenger god; popular brand of soap. Also, the FTD flower delivery company incorporates Hermes and his winged heels in their logo. The [Hermes Boutique](#) offers high end goods and [Hermes Financial Group](#) is another example.

Hyperion - Titan whose name means "he who goes before the sun"; [Hyperion](#) is a company that specializes in "business analysis software." Also the name of a [book publishing](#) company. [Hyperion Records](#) and [Hyperion Sound Design](#) also take their name from this Titan.

Hydra - Sea serpent with nine heads, killed by Hercules; It's the chosen name of the [Internet Chess Club](#).

Juno - Roman name for Hera, wife of Zeus; Juno is a popular web-hosting company ([www.juno.com](#)), specializing in free web pages and custom e-mail.

Leda - Queen of Sparta and, with Zeus, mother to Helen of Troy and the Dioscuri twins, Castor and Pollux. [Leda Furniture Company](#), [Leda Suspension](#) for cars, and a huge number of Leda Hotels around the world.

Leto - With Zeus, mother to Olympian twins Artemis and Apollo. [Leto Hotel](#) is in Mykonos and [Hotel Leto](#) is in Hydra, both Greek islands.

Mars - Roman name for Ares, god of War; name of popular candy bar.

Medusa - Terrible monster whose glance would petrify you, killed by the hero Perseus; Medusa Cement Company sells cement products worldwide. [Medusa Headphones](#) are sold around the world. You can play at [Medusa Paintball](#) and find security with [Medusa Defence Systems](#).

Mercury - Roman name for Hermes, the Messenger god; name of car model produced by the Ford Motor Company; also, an entertainment records label, Mercury Records.

Midas - King with the golden touch, who transformed all he touched to gold; a famous [muffler and brake chain](#) of service stations. [Midas Consoles](#) makes live audio mixing consoles.

Minerva - Roman name for Athena, who gifted the olive tree to humans; [Minerva Oil Company](#) is an international exporter of fine food products. There is a vintage brand of motorcycles called [Minerva](#).

Nike - Winged goddess of Victory, who can run and fly at great speeds; a famous company that sells...well...if you haven't heard of the company [Nike](#), welcome to our planet...:)

Nyx - Primordial goddess of the night. [Nyx Cosmetics](#), and [Nyx Comics](#) are some examples of modern use.

Odyssey - The 10-year sea voyage endured by the Trojan War hero, Odysseus, as he sought to return home to Ithica; [Odyssey Travel](#) is a well-known travel agency; Odyssey Records is a record company; there's even an [Odyssey Golf Club](#) company, [Odyssey BMX](#), [Honda Odyssey](#)...you get the drift, Odyssey is a very popular modern mythological rip-off...

Olympus - Home of the Olympian gods; name of [popular camera](#) and photographic technology company. Also, Olympic Airlines is another variation of the name. (Note: [Thanasi's Olympus Greek Restaurant](#) is owned by the Myth Man...)

Orion - A giant hunter slain by Artemis in Greek mythology; a motion picture production company, Orion Pictures. Also, [Orion Car Audio](#), [Orion Bus Company](#) and [Orion Pharma](#) feature the name Orion.

Pandora - The first woman in Greek mythology, whose name means "all-gifted"; [Pandora Jewelry](#) sells quality gift merchandise. [Pandora Game Console](#) and [Pandora Press](#) are two more examples.

Parthenon - The temple of Athena, built on the Acropolis of Athens; perhaps the most-used name for any Greek restaurant in any city of the world! It's ridiculous...I bet there's a Parthenon Restaurant in your town! :)

Pegasus - Winged horse that was born from Medusa's head when she was killed; Pegasus Expedite Company is a national delivery/courier service; Pegasus Satellite Systems is a provider of satellite entertainment services. The winged horse motif is used by dozens of companies. Check out my [Pegasus Homework Help](#) page for more on that.

Phoenix - A mythical and one-of-a-kind bird that burns on a funeral pyre after a life of hundreds of years, only to be re-born from the ashes; also the name of a national photographic technology company. You'll find [Phoenix Technologies](#), [Phoenix Suns](#) basketball team, and even NASA's [Phoenix Mars Lander](#).

Poseidon - God of the Sea and brother of Zeus; Poseidon Travel is a common travel agency name; Poseidon Seafood is a national brand of seafood products. Neptune, the Roman version, is often also used by companies, as in Neptune Fresh Lobster Co.

Prometheus - The Titan who stole fire from Olympus and whom Zeus sentenced to be chained to a rock and daily an eagle would feast on his liver. [Prometheus Company](#), [Prometheus Books](#), [Prometheus Real Estate](#), the list goes on...

Saturn - Roman name for Cronus, father of Zeus; also the name of the Saturn Automobile Corporation and [Saturn Industries](#).

Selene - The mythological moon goddess. The [Selene Team](#)'s goal is *"to land a remote-controlled lunar rover on the Moon which must then travel a minimum of 500 meters over the lunar surface, while at the same time, sending high-definition images and video as well as other data back to Earth."* [Selene Furniture](#) sells fine Italian office furnishings.

Titans - Race of gods preceding the Olympians; Titan Tool & Die Company manufactures tools for industry. The [Tennessee Titans](#) play in the NFL.

Trident - The three-pronged spear of Poseidon, god of the seas; [Trident Gum](#) is a popular gum. (Note: 'Tria' is Greek for 'three' and 'donti' means 'tooth'; hence, Trident translates literally as 'three-teeth', or 'triple-toothed'. Trident Gum, if one is to believe the advertising, helps to clean your teeth, thus the allusion.) You'll also find [Trident Microsystems](#), [Trident Sports](#) and [Trident Diving Accessories](#).

Spartan - Greek warrior state, devoted to discipline and the martial arts; Spartan Corporation is a financial advisory company; also, Spartan Tool & Die is a national manufacturer and supplier to the auto industry; Spartan Nutritional Products is a maker and distributor of health supplements. [Spartan Scientific](#) and [Spartan Stores](#) use the name.

Trojan - Inhabitants of the mighty city that was destroyed by the Greeks during the Trojan War, after a siege of ten years; international manufacturer of [condoms and birth control](#) products. There's a [Trojan Records](#) and a [Trojan Tire](#).

Venus - Roman for Aphrodite, goddess of beauty and love; Venus is the name of a famous beauty product company; Venus International is a popular beauty talent agency; Venus Tan Lines is a swimsuit manufacturer; Venus Razor is a popular women's shaving accessory; Venus Beauty Salon is found in most any city or town...

Vulcan - Roman name for Hephaestus, god of the smiths and the forge; Vulcan Industries is an international manufacturer of steel products. [Vulcan Minerals](#) and [Vulcan Food Equipment](#) are a couple more companies.