

P O R T F O L I O

Jeff Hathcock



COLLECTION

NAMING PROJECTS

The following is a small sample of over 500 trademarked names used on packaging for Lowe's under an exclusive "naming contract" 2012-2016.

The names **IN BLUE** below are organized by Collection Names.

One important note, "Every project was completed before all trademark due dates for five years."

All product names, logos, and brands are property of their respective owners.

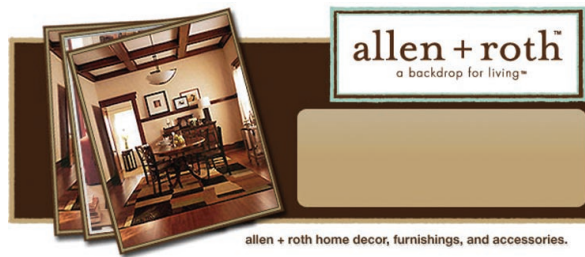
All company, product and service names used in this website are for identification purposes only.



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ALLEN & ROTH

allen + roth is a full line of high-quality, affordable home décor products that can be mixed and matched to reflect your own personal style. Lowe's needed names to reflect their signature line of seasonal offerings from furniture to flooring and everything in between.



PRODUCT NAMES

Janston, Kennerton, Bookner, Drenham, Merriby, Heskett, Tavenry, Selwick, Stonecroft, Grelyn, Lynlore, Crossburg, Gencourt, Danesmoor, Cushing, Castine, Glengray, Verlette, Fulbeck, Breckside, Wavertree, Townley, Aberlee, Hiltstone, Marswell, Driscombe, Resbridge. Crawburg, Covenshire, Wrengate, Kentby, Lindstal, Dovequay, Enderbery

AQUASOURCE

AquaSource toilets, faucets and shower heads offer bath and shower products are comparable to the most expensive toilets. AquaSource provides stylish options with excellent value. The Henshaw is known for its low price and man size flush.



PRODUCT NAMES

Henshaw



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PROJECT SOURCE

Project Source is a straightforward get it done line of products. Lowe's wanted to simplify the shopping experience nomenclature to help the consumer find multiple products in the same family or style.



PRODUCT NAMES

Bellrose

STYLE SELECTIONS

Style Selections gives cash conscience super shoppers the fashion and finishing touches for any home décor, especially the do-it-yourself designer. Jeff created fashionable names to evoke an exclusive hands-on design experience.



PRODUCT NAMES

**Barryhill, Kerabell, Blairlock, Carone, Chique, Trailden, Kettlecove, Leyden, Tolrain,
Royalston, Seekott, Henniker, Arctura, Lynnpark, Grayford, Nukara**



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PORTFOLIO

Portfolio is all about lighting. Lowe's wanted take my breath away names for high-end lighting. Jeff's names turned up new brightness and personality to their lighting collection names.



PRODUCT NAMES

Roseall, Stratmar, Sparta, Aria, Lilika, Dorelan, Remar, Kian, Jeran, Valdara, Sandburne, Bloomery , Sugarleaf

HARBOR BREEZE

Harbor Breeze is Lowe's flagship brand of ceiling fans. Lowe's wanted names conveying looks, innovation and carefree effectiveness for years to come. Jeff delivered names speaking to dream vacations, refreshing locations, and cool escape at the push of a button.



PRODUCT NAMES

Parklake, Sagecove, Crossbranch, Beach Haven, Aberly Cove, Ferry Run, Cool Springs, Lake Cypress, Cedar Shoals, Bayou Creek, Waveport, Sail Stream, Grand Lake, Jewel Point, Ocean Park, Palm City, Sea Palms, Cape Cottage, Crescent Cove, Shearport, Baltic Bay, Cape Verde, Palms West, Windsor Bay



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GARDEN TREASURES

Garden Treasures leads the way to perfect outdoor ambience with a variety of options and price ranges. Lowe's wanted to hit upon names to express a living room/den meets outdoor atmosphere. Jeff went with location names to create a memory of being in your outside happy place.



PRODUCT NAMES

**Sandyfield, Vinehaven, Rollinsford, Yorkford, Kingshill, Lynboro,
Lunburg, Weyland, Williamstown, Steel Creek**



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