






Date: 19/09/2017
Author: Andras Koczka

SUBJECT:
New Split commercial names

Dear Madam
 Dear Sir,

We are proud to announce that the following split commercial names for wall mounted units are registered and ready to use in the market

These commercial names will be applied as follows:

	Commercial name	Logo	Product names
Ururu Sarara	Ururu Sarara		FTXZ-N
Daikin Emura	Daikin Emura		FTXJ-MW/S FTXG-LW/S
Performance range	Perfera		C/FTXM-M/ FTXTM-M/ C/FTXS-K/G FTXLS-K3
Comfort range	Comfora+		FTXP-K3 FTXTP-K3 FTX-KV
	Comfora		FTX-J3/GV(B) FTXL-JV
Basic range	Sensira		FTXB-C

Background of the names

All names end with **-ra**, referring to **R**esidential **A**ir conditioners
 Additionally, every name is related to the positioning of the range:

Perfera	Referring to "performance": excellent performance, delivering optimal efficiency and comfort with a design for all.	Family feeling thanks to - Ending with "-ra" - RA = residential air conditioning - Names expressing the values of the product range
Comfora+ Comfora	Referring to "comfort": offering ideal comfort at good efficiencies	
Sensira	Referring to "sense": Good value for money making you feel comfortable and easing your senses	



EXTERNAL

/// RAPID NEWS

No: RN/DACE/BDS/ DACE-##-##

Next steps:

- You can use all logos and names in your communication on your markets from now on freely
- All logos are already published on the Business Portal and are available to use (Asset Finder)
- The first usage from DENV for the new commercial names will be implemented in the General Catalogue 2018, to be ready by October 2018

All the new commercial names have been registered in EU, Turkey, Switzerland, Norway and Russia.

In case of questions please do not hesitate to contact your Daikin representative.

Strategic Business Development Department
Daikin Airconditioning Central Europe GmbH