Print Brief

- **Contest Type**
  
  Naming/Company Name

- **Title of the Project**
  
  Brand Name for Water Reclamation

- **Type of Name**

  brand

- **What is your Business/Brand about?**

  For as long as nearly 70 years since its founding in 1949, Kurita Water Industries has been consistently operating in two areas of "water and the environment." As a leading company in water treatment, the Kurita Group has tackled pollution and other social and environmental issues, providing solutions to water-related challenges across a range of industries. In these activities, we have been providing customers with solutions by harnessing our products, technologies, and expertise in water treatment chemicals, water treatment facilities, and maintenance services. While innovations for solving global issues are required, we will make a sustained effort to create value that the Kurita Group shares with society, as the "Creator of unique value to the solution of water and environment" that is set forth in our Corporate Vision. We aspire to create unprecedented "new value" by positioning "solving water resource issues," "sustainable use of energy," "waste reduction," and "progress in production technologies in industries" as social issues that we should address and by identifying the essence of the value that is required.

- **Want a .com URL?**

  No, I am only looking for a name, not a URL

- **Type of Business**

  1. Something Else

- **Tell us about your customers**

  Our customers are many industries. Food & Beverage, automobile, steel, chemical, petrochemical, and electric power etc. Many solutions are used by factory,

- **Additional Details**
We want to name for the solution models that we provide to our customers. It is 'water reclamation' that we recycle the waste water to reuse. We would like to create the solution name that can image this solution.

Here's feature of our 'water reclamation' solution bellow.

Kuita utilizes its technologies and expertise, augmented by the study of water, to promote not only the effective use of resources but environmental conservation. This contributes to the creation of a sustainable society. How we can achieve water reuse.

Kurita successfully operates facilities with water reclamation ensuring stability and efficiency. We integrate our comprehensive capabilities, not only in water treatment chemicals and operation management to maintain water water quality at an optimal level, but aso in other areas, such as IT sensing technology. Kurita solutions allow the complete (100%) recycring of wastewater and effective use of water resources (Profile solution2)

Reclaiming wastewater:

**WW Reclamation**-Kurita offers innovative products and services for the recovery and reuse of wastewater from facilities, helping our customers meet the accomplished a number of achievements in the recovery and treatment of wastewater.

**Overseas development of"cooling blow-off water reclamation systems"**

Kurita has developed a system that reclaims and recycles up to 80% of cooling blow-off water, that formarly was discharged to the outside of the system. Through the combination of chemical and facility technologies, blow-off water reclamation systems are compact and high-performing able to inhibit challenges in the cooling system and remove dirt components from blow-off water.

Please name 'Water reclamation'. But each names(Water supply,water refining,Water reclamation) are must unitied.

- **What Style or Character should the brand convey?**
  
  Technology which can solve customers' problems. Responsible, serious, professional, high-quality.

- **Additional Documents**

  kurita_water_solutions_general_presentation_en.pdf

- **Maximum number of letters**

  I don't have a preference
• **Maximum number of words**
  
  No Limit

• **Preferred Style of Name**
  
  1. Traditional/Classic
  2. Powerful
  3. Descriptive
  4. Modern

• **Preferred Type of Name**
  
  1. Made Up (Meebo, Praxo, Zumba)
  2. Blends (Sharpcast, Instagram, Wikipedia)
  3. Play On Words (EyeQ, Sole Mates, Rentlemen)