

# **NORELCO**

Norelco is the American brand name for electric shavers and other personal care products made by the Consumer Lifestyle division of Philips.

For personal care products marketed outside the United States, Philips used the Philishave trademark until 2006. Philips then dropped that name and began using the Philips name.

## **History of the name**

From the early 1940s, Philco was legally able to prevent Philips from using the name "Philips" on any products marketed in the United States, because the two names were judged to sound similar enough to cause consumer confusion and potentially lead to claims of trademark infringement. As a result, Philips instead used the name Norelco, an acronym for "North American Philips [electrical] Company". Philips continued to use that name for all their U.S. products until 1974, when Philips purchased The Magnavox Company. Philips then relabeled their U.S. consumer electronics products as Magnavox, but retained the Norelco name for their other U.S. products. When Philips bought Philco in 1981, Philips was able to freely use the Philips name for all of their U.S. products, but they chose to retain the Norelco name for personal care appliances, and the Magnavox name for economy-priced consumer electronics.

One reason for retaining the Norelco name for personal care appliances was that a shift to the Philips name could have alienated those American buyers who were reluctant to purchase foreign brands. The market share of Philips, a European company, was very low in the U.S. compared to other countries, but with their Norelco and Magnavox brands, they were able to get a larger market share.

Philips began co-branding their shavers "Philips Norelco" in 2005 to improve Philips' brand recognition in the United States, a first step towards an intended phase out of the Norelco name.