

User:

I am a manufacturer of mfb speakers, see servolabs.nl. My first product was called "little/one", a small two-way speaker that sounds impressively large despite its size. My second product is called "Grown/Up", a three-way speaker that uses the same technology and sounds even bigger. Initially I wanted to equip the successor to the Grown/Up with a larger woofer and cabinet, but customers are telling me that this would undermine an important sales argument (USP, unique selling point): big sound from a relatively small enclosure.

Claude:

That is a very valuable piece of customer feedback — and they have a point. The core promise of your brand lies precisely in that paradox: small on the outside, large on the inside. The moment you go to a bigger enclosure, you lose not just a USP but also the narrative logic that makes “little/one” → “Grown/Up” so compelling.

A few thoughts on how to position the successor without giving up that USP:

The name as compass

“little/one” and “Grown/Up” both have names that embrace the paradox. The successor can continue that — something that implies grandeur while the enclosure remains modest. It also forces you internally to keep the promise sharp.

What can the successor offer instead?

If the cabinet stays the same size, the progress has to come from elsewhere:

- Better bass extension through more advanced servo technology or an added passive radiator
- Higher SPL at lower distortion — the same volume, but “farther” and “cleaner”
- A third way or better crossover distribution without extra volume
- Better materials (cone, magnet, cabinet damping) that refine the tonal character
- DSP integration: active correction so the small enclosure can operate even closer to its physical limits

Framing for the market

The upgrade logic could be: “Grown/Up proves that big sound doesn’t have to be big. The successor proves that small sound can grow without limits.” The enclosure is not the product — the technology is the product.

What is currently the main technical limitation of the Grown/Up that you want to address with the successor? That way I can think more specifically about where the gain lies.

User:

In order to maintain the Grown/Up dimensions, I have chosen to develop a subwoofer that uses the same woofer as the Grown/Up and thereby reinforces the bass reproduction, while at the same time being placed out of sight somewhere discreet. For this subwoofer I am looking for a name in line with the little/one and grown/up.

Claude:

Great solution — the subwoofer as the “invisible foundation” beneath the system, both acoustically and literally. That premise offers very rich naming possibilities.

What makes the existing names so strong is the double meaning: they describe a paradox (small/large) and they sound like characters, almost human. A successor should continue that.

From the theme “hidden power”

- Hidden/Depth — hidden and low frequencies, placed out of sight
- Under/Tow — undertow is the current beneath the water, invisible but overwhelmingly powerful
- Below/Ground — literally and figuratively
- Deep/State — playful, the hidden power behind the scenes

From the theme “foundation”

- Ground/Work — the invisible work that carries everything
- Root/Cause — the origin of the sound you feel
- Down/Right — modest, but unquestionably right

From the human character line

- Grown/Deeper — direct successor to Grown/Up, literally and acoustically
- Under/Dog — the unexpected force, discreet but decisive
- Silent/Partner — the quiet partner that completes the system

My personal favourite is **Under/Tow** — it has the right layering: physical (undercurrent, invisible), acoustic (low frequency, felt rather than heard) and it fits the atmosphere of the existing names without imitating them.

Which direction appeals to you most?

User:

Both little/one and grown/up can also refer to a family member. I would also like to give the subwoofer a brother, sister, mother or father role.

Claude:

Ah, that makes the naming logic immediately much sharper — it is actually a *family*, not a product line. And then the subwoofer is the family member you don't see but definitely feel. That opens up wonderful possibilities.

Analysing the family role

The subwoofer sits *beneath* the system, carries everything, stays out of sight — that sounds more like a parental figure than a little brother or sister. But a big sibling works too: solid, in the background, adding weight to the whole.

Parental figures

- Big/Daddy — classic, works immediately, pleasantly bold

- Deep/Father — plays on depth and father figure at once
- Found/ation — mother as foundation, somewhat more subtle
- Ground/Mother — earthy, load-bearing, invisibly present

Older sibling

- Grown/Brother — direct line with Grown/Up, the older sibling you don't see but definitely notice
- Elder/One — connects to little/one, the older counterpart
- Big/One — simple and strong, mirrors little/one perfectly

My favourite in this direction

Big/One — it closes the circle with little/one in an almost mathematical way, and the subwoofer literally is the larger version of the same woofer. Simple, recognisable, and it tells the family story at a glance.

But if you want something with more character: **Grown/Brother** has a pleasing roughness to it.

What feels like the right family member?

User:

Can we remove the gender? little/one and grown/up are also gender-neutral...

Claude:

Good point — and you are right, it is precisely that gender neutrality that makes the existing names so universal and timeless.

Parental figure, gender-neutral

- Grown/Up is already “the adult” — the subwoofer as the next generation above that feels logical
- Elder/One — the eldest, above little/one and grown/up
- Old/One — slightly more mysterious, the primordial version
- Deep/One — connects beautifully to little/one, gender-neutral, and describes exactly what it does

Older sibling without gender

- Big/One — mirrors little/one directly, simple and strong
- Older/One — the older counterpart of little/one

My favourite here is Deep/One

It fits seamlessly into the family:

- little/one → small
- grown/up → large
- deep/one → deep, discreet, the foundation

The word “one” also connects it directly to little/one — as if it had always been part of the family. And *deep* works on three levels at once: acoustic, physical (placed out of sight) and emotional.

User:

Something with an adopted family member — the subwoofer can also be used with other brands of speakers...

Claude:

That is a brilliant detail — and it almost explains itself once you frame it well. An adopted family member *fits anywhere*, brings its own character but adapts to its new environment.

From the adoption idea

- Adopted/One — direct and honest, but perhaps a little too literal
- Found/One — “found” child, warmer than adopted, and *found* also carries the meaning of foundation
- Welcome/One — the family member that is welcome everywhere
- Any/One — playful, anyone can adopt it

My favourite: Found/One

It works on multiple levels at once:

- Found — the adoption story, the family member from elsewhere
- Foundation — the foundation beneath the system
- “Found sound” — in audio terms, discovering the full sound
- Gender-neutral, timeless
- Connects seamlessly to little/one and deep/one

Name	Meaning
little/one	the small wonder
grown/up	the adult
found/one	the found family member — at home with everyone

That is also a beautiful story for the market: “found/one finds its place in any family.”