

Product Attributes – Business English Vocabulary

Remember to use these words to discuss, develop and design a new product.

- **functionality (noun)** - Functionality describes the purpose of the product. In other words, what does the product do?
- **innovative (adjective)** - Products that are innovative are new in some way.
- **aesthetic (noun)** - The aesthetics of a product refer to the values (artistic as well as functional)
- **intuitive (adjective)** - An intuitive product is self-explanatory. It's easy to know how to use it without having to read a manual.
- **thorough (adjective)** - A thorough product is a product that is excellent in every way and well designed.
- **branding (noun)** - The branding of a product refers to how a product will be marketed to the public.
- **packaging (noun)** - The packaging refers to the container in which the product is sold to the public.
- **marketing (noun)** - Marketing refers to how a product will be presented to the public.
- **logo (noun)** - The symbol used to identify a product or company.
- **feature (noun)** - A feature is a benefit or use of a product.
- **warranty (noun)** - The warranty is a guarantee that the product will work for a certain period of time. If not, the customer will receive a refund or replacement.
- **component (noun)** - A component can be thought of as a part of a product.
- **accessory (noun)** - An accessory is something extra that can be bought in order to add functionality to a product.
- **materials (noun)** - The materials refer to what a product is made of such as metal, wood, plastic, etc.

Example of a product description : The company makes its products *affordable, customizable*. It *provides a sound-user experience*. It *provides 24*7 technical support*. It makes/sells a *user-friendly* and *visually appealing* product. The company incorporates live chats *across* all social media platforms. It offers *easy return policies* and *flexible terms of purchase* to **ease** the buyer experience. It *delivers the best customer experience* and behind-the-scenes videos.

Language for talking about the *Position, weight, structure, colour, composition, size, shape, function* of a product/item/device/object.

Position

| | | |
|------|--|---|
| A is | adjacent to alongside below beyond facing (diagonally) parallel to underneath opposite in the middle of on the right of on the left of near close to touching behind in front of under on top of above | B |
|------|--|---|

| | | |
|--|---|----------|
| | below level with diagonally above vertically below | |
| | between equidistant from | B and C. |

Structure

| | | | | | | |
|------------------------------|----------------------|---|----|---------|----|---|
| X | is | nailed screwed fixed fastened linked welded tied connected attached | to | Y | by | Z |
| | consists | | of | Y and Z | | |
| | contains includes | | | | | |
| | is | held in place secured supported suspended | by | Y | | |
| joined | | to | | | | |
| mounted placed pivoted | | on | | | | |

Colour

| | | | |
|---|----------------------|---|------------------------------------|
| X | is | | |
| | Comes in | dark light pale bright dull | green. blue. red. yellow. |
| | Can be ordered in | | |
| | Can be customized in | | |

Composition

| | | | |
|---|----|---------|--|
| X | is | made of | metal. steel. aluminium. an alloy of A and B. cloth. silk. china. wood. plastic. glass. |
|---|----|---------|--|

Size and weight

| | | | |
|---|----|------|----------------------|
| X | is | 6 cm | long high wide |
|---|----|------|----------------------|

| | | | | |
|---|----|------|----|---------------------------------------|
| X | is | 6 cm | in | length height width diameter |
| | | 6 Kg | | weight |

| | | | | | |
|-----|---------------------------------------|----|---|----|-------|
| The | length height width diameter | of | X | is | 6 cm |
| | weight | | | | 6 Kg. |

| | | | | | |
|---|-----|---|---------------------------------------|----|-------|
| X | has | a | length width height diameter | of | 6 cm. |
| | | | weight | | 6 Kg. |

| | | |
|---|--------|-------|
| X | weighs | 10 Kg |
|---|--------|-------|

Shape

| | | | |
|---|----|--|----------|
| X | is | square round rectangular triangular semi-circular conical spherical hexagonal octagonal oval circular irregular | in shape |
| | | | |

| | | | |
|---|----|------------------|--|
| X | is | is shaped like a | square circle rectangle triangle semi-circle hexagon octagon |
| | | | |

| | | | |
|---|----|---|----------|
| X | is | cubical cylindrical pyramidal spherical tubular spiral hemispherical conical | in shape |
| | | | |

| | | | |
|---|----|---|-----------|
| X | is | bulbous tapering concave convex | in shape. |
| | | diamond-shaped kidney-shaped U-shaped star-shaped bell-shaped dome-shaped mushroom-shaped X-shaped crescent-shaped egg-shaped pear-shaped Y-shaped | |

Function

| | | | | | |
|-----|---|--------|----------------------------------|-------|--|
| The | function purpose aim objective | of the | thermometer tripod XXX | is to | measure the temperature. hold the beaker. |
|-----|---|--------|----------------------------------|-------|--|

| | | | |
|-----|----------------------------------|-------------|---|
| The | thermometer tripod XXX | is used for | measuring the temperature. holding the beaker, |
|-----|----------------------------------|-------------|---|

Properties

| | |
|----------------|--------------------------------------|
| bulkybulkyX is | light |
| | tough |
| | soft |
| | elastic |
| | malleable |
| | flexible |
| | soluble |
| | a good conductor of electricity/heat |
| | corrosion resistant |
| | combustible |
| | transparent |
| | smooth |
| | heavy |
| | bulky |
| | brittle |
| hard | |
| plastic | |

| |
|-------------------------------------|
| Heavy-duty |
| ductile |
| rigid |
| insoluble |
| a bad conductor of electricity/heat |
| not corrosion resistant |
| non-combustible |
| opaque |
| rough |

Showing how a product/machine operates or how a product is made.

Method - how something is done.

- First of all, letters and packets are collected in bags from pillar boxes.
- This is done by placing them in the appropriate pigeon hole.
- The baskets are directed to the appropriate secondary sorting section by means of coding pegs.
- The drainage is accelerated by suction.
- The vapour is then compressed by means of a compressor.
- Position - where something happens
- They are then taken to the sorting office, where the bags are emptied.
- The pulp goes to the mixer, where materials are added to improve the quality of the paper.
- The steam from the boiler is admitted into the cylinder in which there is a piston.

Purpose

- Following this step, the letters are put through machines so that the stamps can be cancelled.
- This is then chemically etched to reduce its thickness.
- From there it is absorbed by plants to build carbohydrates in green leaves.
- In order to take heat out of the low-temperature interior of the refrigerator, work must be done.

Language

Sequence

| | |
|-----------------------|---|
| Firstly, | The first step is |
| First of all, | The first stage is |
| To begin with, | ... begins with |
| Initially | ... commences with |
| | |
| Beforehand, | Before this, |
| Previously, | Prior to this, |
| Earlier, | |
| | |
| At the same time, | During |
| Simultaneously, | When this happens |
| | While |
| | |
| Secondly, Thirdly etc | After this, |
| Next, | The next step is |
| Then, | In the next stage, |
| Subsequently, | In the following stage, |
| Later, | Following this, |
| | As soon as the committee has finished its work, ... |
| | |
| Eventually, | ... until ... |
| Lastly | ... finishes with ... |
| Finally, | concludes with |
| In the last stage, | The last step is ... |

You will use the Passive Voice

| | |
|---------------------|---------------------------------|
| The silicon base | is coated with silicon dioxide. |
| Letters and packets | are collected. |
| The bark | has to be stripped. |

Examples

Here is a description of the process of sorting letters.

First of all, letters and packets are collected in bags from pillar boxes, post offices and firms, in post office vans. They are then taken to the sorting office, where the bags are emptied and the letters separated from the packets. Following this step, the letters are put through machines so that the stamps can be cancelled. In this process the date and place of sorting are put over the stamps on each envelope. In the next stage, the sorting of the letters takes place, according to the county they

are addressed to. This is done by placing them in the appropriate pigeon hole. Subsequently, the letters are taken from the pigeon holes and placed in baskets, which are then put onto a conveyor belt. While on this conveyor belt, the baskets are directed to the appropriate secondary sorting section by means of coding pegs. At the secondary sorting frames, the letters are put into towns in the county. Later, the letters are tied in bundles and a label is put on showing the towns they are addressed to. Finally, the letter bundles are placed in bags, which have the Post Office seal, Post Office Railway number and Destination Code number on them, and then these are sent to the railway station.

Notice that the *passive form of the verb is widely used*. This is because in this type of writing, we are usually more interested in the process than in the people doing the work. Observe all the link words.

Giving Examples

Look at the way examples are given in the following texts.

The quiet outpouring of lava is characteristic of basaltic lavas with about 50 per cent silica. The Hawaiian volcanoes are typical examples. On the island of Hawaii, Mauna Loa rises 13, 675 feet above sea level and 20 miles away is Kilauea 4,000 feet high.

Though the authorities do not seem to have been aware of the scale and significance of capital flows within the sterling area, they were aware that the exchange controls in that area were not all that London hoped. For example, a major recipient of capital from the UK in this period, Australia, had notoriously "leaky" controls.

Morgan was not interested in the terms for themselves but in the principles which they seemed to reveal when they were put together. For example, he would have been interested in the fact that the English word "uncle" can be used in speaking both of one's mother's brother and one's father's brother while in Swedish, for instance, two different words are used.

Understanding this religious social consciousness requires some grasp of the traditional Catholic teaching on the natural order and the good society, and how the nation is to respect the divine order established by God. An example of this can be taken from the recent contraception controversy which began in the 1960s.

What socialism there has been among the catholic _ nationalist tradition has always tended to be allied to republicanism, especially in the period 1913 to 1930 (Rumpf and Hepburn 1977: 13). The trade union movement was a case in point.

This was the situation which Morgan described for the Iroquois when several tribes get together, not any more on the basis of kinship or marriage, but on the basis of confederacy. This was exemplified by the league of the Iroquois which Morgan had studied in detail.

A key experiment **shows this**. A hole is made in the shell and a small cube of cells is carefully cut out from the posterior margin containing the polarizing region and grafted into the anterior margin of the limb bud of another embryo.

The explanation behind that paradox is once again the problem of the two uses of anthropology in their work. The rhetorical use they made of anthropologists' ideas as a source for a criticism of the society of their time, especially as a criticism of the way institutions **such as** the family, marriage, and the status of women were seen as unchangeable and eternally fixed, is one which seems totally justified to present-day anthropologists.

Vocabulary you will use.

| | | | | |
|----------|----|-------------------------------------|----|-----|
| This ... | is | shown exemplified illustrated | by | ... |
|----------|----|-------------------------------------|----|-----|

| | |
|-------------------------------|-----|
| For example, For instance, | ... |
|-------------------------------|-----|

| | | | |
|------------------|-------------------------------------|-------|-----|
| A key experiment | shows exemplifies illustrates | this. | ... |
|------------------|-------------------------------------|-------|-----|

| | |
|--|-----|
| This is shown by the following examples, The following are examples of this: The following is a case in point: | ... |
|--|-----|

| |
|-------------------------|
| ... is a case in point. |
|-------------------------|

| | | | | |
|-----|--------------|---------|------------|-----|
| ... | institutions | such as | the family | ... |
|-----|--------------|---------|------------|-----|