



ARCTIC OPENS NEW FLORENCE OFFICE TO SERVICE NORTH AMERICA

ARCTIC, a leading manufacturer of silent PC coolers and components, is proud to announce the establishment of ARCTIC Inc., a subsidiary company incorporated in the U.S. and based in Florence, South Carolina. From its new office and onsite warehouse, ARCTIC will offer its full range of products to North America.

“We are very excited to call Florence our new home. Entering the US market is a milestone and a significant step in our long-term growth strategy,” said Magnus Huber, founder and CEO of ARCTIC. “As North America has been highlighted as one of the largest potential markets for ARCTIC to grow in, our aim is to increase our local relevance and presence through the new US team.”

The following staff is now in place with more coming later in the year: Lindsay Buchanan, Marketing Representative; Denise Barr and Domineke Lighty, Warehouse Workers; as well as Sales Manager Cathy Liu, who has managed ARCTIC’s sales and distribution in the US since 2005 and who will continue to service the brand.



The warehouse commenced operations in Quinby in July. Marketing and administrative activities are currently taking place at the Gould Business Incubator until renovations of the office area at the new Quinby facility are complete.

About ARCTIC

ARCTIC is a leading manufacturer of silent PC coolers and components and has initiated and sustainably influenced the trend towards quiet cooling systems. Besides a wide range of CPU and GPU coolers, ARCTIC offers high quality monitor mounts as well as an audio product line. The company, run by founder Magnus Huber, has locations in Germany, Hong Kong and the USA and convinces pc enthusiasts in over 45 countries with innovative and user-friendly products, high quality and fair prices. For more than 15 years ARCTIC stands for comfortable computing, excellent service and personal support.

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