



EXCELLENT NEWS: ARCTIC AMONG GERMANY'S TOP 100 INNOVATORS OF 2018

ARCTIC has been named a TOP 100 company, a distinction awarded to the most innovative companies of the German Mittelstand (middle-sized companies). The TOP 100 were chosen by compamedia in its 25th innovation competition following an independent, scientific selection process. ARCTIC will receive the TOP 100 seal of approval for outstanding, innovative strength and above-average innovation success during an award ceremony on June 29, 2018 in Ludwigsburg, Germany. ARCTIC was particularly impressive in the innovative processes and organisation category, standing out among more than 3,800 applicants.

Innovation has been a high priority at ARCTIC since its founding and is central to the company's success. "In the beginning, there was the idea of making computer cooling quiet. Our power of innovation has paved the way for us, from the very first coolers and PC fans to our positioning as one of the world's leading manufacturers of low-noise cooling systems and components, and is a key factor in our continued growth and success," asserts ARCTIC founder and CEO Magnus Huber.

"In a market that is subject to constant change, the continuous development and improvement of products and processes is vital. Our aim is to move ourselves and our products forward and to anticipate the needs of our customers with innovative solutions," Huber continues. An example of this is the absence of printed manuals. ARCTIC operates carbon-neutral and has, since 2017, published all its operating manuals online. In addition to the continuous optimization of product packaging, this underscores ARCTIC's commitment to protecting the environment.

TOP 100: the competition

Since 1993, compamedia has awarded the TOP 100 seal of approval for outstanding innovative strength and above-average innovation success to medium-sized companies. Since 2002, the scientific direction has been in the hands of Prof. Dr. med. Nikolaus Franke. Franke is the founder and director of the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business and has worked as a visiting researcher at the Massachusetts Institute of Technology (MIT). With 18 research awards and more than 200 publications, he is one of the world's leading innovation researchers. Mentor to the TOP 100 is science journalist and TV presenter Ranga Yogeshwar. Project partners are the Fraunhofer-Gesellschaft for the Promotion of Applied Research and the Mittelstandsverband BVMW. As media partners, manager magazin, impulse and W&V Unternehmensvergleich.

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.



ARCTIC GmbH | Bevenroder Str. 149 | 38108 Braunschweig
CEO: Magnus Huber | Headquarter: Braunschweig
Registry court: Braunschweig: HRB 203471
Tax office: Braunschweig | Sales tax ID: DE277068088