



PRESS RELEASE 2BY2

Concerning: New distribution

Brand: Arctic

Official website vendor: www.arctic.ac

Valid: 14/03/2016



Who is Arctic

2BY2 is proud to announce a new brand in distribution for Benelux: "Arctic"

Arctic was established in 2001 and was from the beginning one of the leading manufacturers in the trends towards quiet cooling systems for desktop PCs.

They evolved from Arctic cooling into Arctic and combine today products in different areas: Cooling, sound, equipment and power.

Their whole product range is recognized for offering innovative quality with a fair price tag. They never run tired inventing new technologies offering highest performance at minimum noise levels.

They focus on clean sounds and rich tones for the headphones and speakers.

Arctic's philosophy 'offering consumers value-for-money, innovations at affordable prices'

2BY2 commented:

We always look for distribution of high quality brands with a healthy margin and an added value for our resellers.

2BY2 is very selective in choosing new brands for distribution. The brand has to meet the high standards of expectations towards quality, warranty, margin and service.

Arctic is an asset to the existing range of products 2BY2 distributes today. Especially in view of the rapidly growing gaming market.

Arctic commented:

Arctic choose for 2BY2 as their Benelux distributor because of their long experience into the Belgian market and to offer the existing Arctic clients a distributor in their own country to reduce forwarding costs and faster delivery.

2BY2 was able to establish a good reputation among resellers and has built on a stable network of resellers and specialized retailers in their local market to be able to increase brand awareness and increase sellout in Benelux.

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