



Press release

Limited products for GOODRAM's birthday.

Wilk Elektronik SA, European manufacturer of storage and memory products is celebrating the 15th anniversary of its flagship brand during the upcoming IFA 2018. On this occasion, the limited anniversary versions of solid state drives and DRAM modules will be added to the brand's September product launches.

This year's anniversary of the GOODRAM brand, established in 2003, is an important milestone, emphasizing the development ambitions of the company from south of Poland, which evolved from a small family-owned company into a brand that is recognized in many countries around the world. *"Since the first RAM module left our production line in Łaziska Górne, we have sold tens of millions of GOODRAM branded products all over the world. Today the brand is present in 54 countries, and 70% of our production is allocated for international customers"* says Wiesław Wilk, CEO

The beginning of the GOODRAM brand dates back to the end of 2003 and is closely linked to the launch of the first and so far, the only computer memory production line in this part of Europe by its owner, Wiesław Wil. Initially, GOODRAM's logo was only applied to memory modules but over time, the lineup expanded to USB flash drives – initially marketed under the GOODDRIVE brand name, memory cards and ultimately solid state drives.

"Over the past 15 years, many products we introduced have gained a cult following and often paved the way for new markets and customers. In hindsight, we can say that we are proud that we

designed and manufactured such products as GOODRAM PRO and Play memory module series



Sometimes we set our creativity loose by introducing, for example, scented GOODRAM Fresh USB flash drives, our customers wanted to eat or a well-known set of USB memory with adapter and reader which customer called "mantis".

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"While developing our brand our salespeople have travelled all around the World. In 2007 alone, we travelled 15 000 km participating in various industry events. Thanks to this, we have established cooperation with customers from all over Europe, Russia, Ukraine and countries from the MENA region".

New customers and new sales markets motivated the company to develop and expand its portfolio with new products and solutions. In 2010, GOODRAM product range was expanded with the first consumer SSDs referring to the brand's iconic PRO and Play series.



"New products required us to modernize our production line. In 2013, we had the most modern Panasonic SMT line in this part of Europe. A single machine is able to lay as many as 70000 components per hour, during which 350 memory modules are manufactured."

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Responsiveness is a key factor in such a volatile and dynamic market. However, it is equally important to ensure appropriate quality. That is why the brand is committed to deliver on-time orders while maintaining low failure rates. GOODRAM has been achieving this objective for years. *“Memory testing is a process which takes several times longer than the manufacturing process itself. Currently, we verify every manufactured DRAM memory module, using more than 400 test platforms. Although these tests extend the whole production process we treat them as the integral part of it. We have worked very long for the trust of our customers, that is why we are constantly improving our processes and products and looking for new solutions in order not to abuse that trust”.*



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GOODRAM is planning to start celebrating the anniversary during the upcoming IFA show. One of the key parts of the celebration will be new products including their limited anniversary editions. Polish manufacturer has decided to launch special editions of the most popular GOODRAM products – SSD from the CX consumer line and DDR4 UDIMM module – both enclosed in multicolor housings with chameleon effect. Depending on how you look at them, they will yield different color, adding a unique touch to your PC.

First product is the CX400 Solid State Drive in 256 GB capacity. This drive reaches up to 550 MB/s sequential transfer speed and 82 500 IOPS. Second product is the DDR4 UDIMM memory module with 3200 MHz clock speed in 8 and 16 GB capacities.

We are proud of the road we have taken with the GOODRAM brand and where it is today in terms of our market position and the products we supply - says Wiesław Wilk, CEO and founder of Wilk Elektronik SA. Recent years of dynamic development seem to tell us that, despite 15 years behind us, the best of them are still ahead of us.