



Press Release
– For immediate release –

Smart choice for gamers: Speedlink launches US online shop with special offers

Weertzen, May 06, 2019: The gaming accessories specialist Speedlink will now be selling products via its US website in addition to key retailers. Shoppers will be able to buy the brand's premium gaming products at affordable prices directly from www.speedlink.com. To mark the site's launch, top gaming gear will be available at 50% off regular prices.

In Europe, the German brand Speedlink has been known for innovation, reliability, and cool designs at great prices for over 20 years.

Since the U.S. launch in 2015, Speedlink products have been available at major electronics retailers such as Fry's Electronics, Micro Center, Amazon, and other leading e-commerce sites. "In an effort to meet customer demand for a wider range of products, we will now serve the US customer base via our own online shop. In addition to offering more products than can typically be found at retail, the online shop enables us to communicate directly with our user base and provide special offers to our customers," said Mike McCoy, Country Manager of Speedlink USA.

The company's unparalleled customer focus has always been a reason for Speedlink's popularity. To stay close to customer needs and industry trends, Speedlink product scouts visit the world's major electronics fairs, attend conventions, LAN parties and collaborate closely with pro gamers from leading esports teams. "This all helps to generate great new product ideas," added Mike.

Speedlink's US team will launch the online store with several promotions including free delivery on orders over \$39.99, plus a 50% discount on several award-winning products until the end of May.



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For example, the TORID gamepad will be \$19.99 instead of \$29.99 and the ULTOR professional mechanical gaming keyboard is offered for just \$49.99 instead of the usual \$99.99.

“Our US customers will continually find new offers on our online shop, so it’s always worth checking the site. In addition to price promotions, we will be ramping up other of customer service activities to add value for our customers,” said Mike in conclusion.

About Jöllenbeck

Jöllenbeck GmbH is one of Europe’s leading manufacturers of office & entertainment peripherals. Since its formation, Jöllenbeck has positioned itself very successfully in the PC, video gaming console and handheld accessories market. The product portfolio of its own brand Speedlink® includes sound systems, headsets, mice, mousepads, keyboards, gamepads, joysticks and various other accessories. Speedlink® products feature impressive cutting-edge technology combined with design excellence and outstanding functionality. Through Speedlink®, Jöllenbeck is represented in over 40 countries worldwide.

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