

Fractal launches four new products to shape the next evolution of the gaming experience

Fractal today announces the release of four new products across its PC case, gaming furniture and cooling categories: Summit, Define One, Refine 2 and Radius.

The launch marks a significant update to Fractal's product portfolio and reflects the company's continued ambition to reshape the gaming station. It combines new product lines with next-generation updates to existing series, strengthening its core PC case business while continuing to develop its positions within gaming furniture and cooling.

Summit is a new PC case series combining gaming performance with a Scandinavian take on design, including an innovative integration of wood. It builds on Fractal's transformative design language, as expressed in other products such as North, challenging the boundaries of the performance PC case aesthetic. The series launches in six configurations, including light oak, dark walnut, and blackened oak versions.

Define One is a new addition to Fractal's Define series. The product builds on the qualities that have long defined the iconic series, while updates in design, functionality, and performance features have been developed for contemporary needs. The result is a modern and versatile case that is equally suited to gaming and productivity. While existing Define products will continue to provide solutions for server and storage systems, Define One brings modern design and a feature set optimized for desk-based PC gaming.

Refine 2 continues Fractal's expansion within gaming furniture and further develops the philosophy of the Refine series: ergonomic gaming comfort combined with a Scandinavian expression designed to integrate naturally into the home. The second generation builds on feedback from the market and Fractal's community, with improvements to ergonomic features, comfort, and materials. New Hybrid versions complement Fabric and Mesh, giving customers more ways to find their ideal comfort and expression.

Radius represents the next generation of Fractal's all-in-one CPU water cooling, combining Fractal's latest developments in fans and cooling with their web-based Adjust Pro software. The Radius series comprises five variants across the most in-demand sizes and configurations, strengthening Fractal's offering in high-performance cooling for demanding modern processors.

The launch reflects two central parts of Fractal's product strategy: establishing new product families that redefine the look and functionality of gaming, and continuously developing established series to meet evolving customer needs.

Fractal once again reimagines PC case design with Summit, renews an established series with Define One, continues to redefine gaming comfort with Refine 2, and introduces a new generation of elegant, high-performance cooling with Radius. Together, these additions help shape the next chapter of a gaming market in which design, performance, and integration into the home are becoming increasingly important.

The launch therefore strengthens Fractal's position within established core categories, while creating further opportunities for long-term growth through new product families, continued expansion into new categories, and a more complete offering.

All products will be introduced globally in September.

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About Fractal

Fractal Gaming Group AB is a Gothenburg-based hardware company with the ambition to develop the gaming setup of the future through Scandinavian design, user-centric innovation and premium quality. Since 2007, Fractal has built a strong brand among enthusiasts worldwide.

Fractal was listed on Nasdaq First North Premier Growth Market in 2021 and today offers products globally through retailers and distribution partners, with offices in Sweden, Taiwan, China and the United States.