

Patriot Brings Brand to Mobile

Written by Bob Snyder
15. May 2014



If the logo looks familiar, it should. For almost 30 years, the Patriot brand has battled it out with competitors large and small to carve out a significant share of the computer memory and flash markets.

Like other consumer IT brands (like Microsoft, Intel, Lenovo, Acer and others) Patriot believes in the growing market for **mobile device accessories**. All the brands in consumer IT are following the platform change to mobile. Given their brands are already known and on shelves, extending those brands to mobile makes sense to dealers and distributors.

These brands were forged in intense competition and the winners are veterans who learned to compete in the fast-changing, demanding consumer markets.

Accessories aren't new to Patriot, nor is mobility for that matter. More than seven years ago, this captain of the DRAM and Flash business started in mobile storage accessories.

A separate Patriot product team for accessories and peripherals has already developed enough products to account for more than 10% of Patriot's turnover.

"We're not going after the me-too," says Michael Chang, Product Manager at Patriot. "In consumer IT, we've developed our business as an engineering-driven company, with the competence to compete against the best. That's our same strategy in the development of compelling products for emerging mobile markets."

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