

Arctic MX introduces single-use QR codes on thermal paste packaging to prevent counterfeits

Cooling systems manufacturer Arctic has implemented a new anti-counterfeiting measure—MX series thermal paste packaging now includes a single-use QR code for authenticity verification.

The **MX Authenticity Check system** is already operational, allowing buyers to confirm within seconds whether they've purchased a genuine product.

The process is simple: remove the protective layer from the packaging, scan the QR code with a smartphone, and complete an online verification. The code can be used only once. After scanning, the user receives either an authenticity confirmation or a counterfeit warning.

The company explains that this measure is due to the growing presence of counterfeit products on the market. Popular thermal pastes like Arctic MX-4 and MX-6 are frequently faked, which negatively impacts both users and cooling system performance.

Arctic reminds consumers that thermal paste plays a crucial role in PC assembly—it ensures efficient heat transfer from the processor to the cooler. Now, buyers have a simple way to verify that the syringe contains genuine Arctic composition rather than a cheap imitation.