



## **Sandisk unveils SANDISK Optimus™ SSD Product Brand**

*Company Rebrands WD\_BLACK™ and WD Blue® NVMe™ SSDs; Aligns Portfolio to Sandisk Legacy*

**London — January 5, 2026** — Today at the Consumer Electronics Show (CES® 2026), Sandisk announced SANDISK Optimus™ as the new name for its renowned internal SSD lineup for gamers, creators, and professionals. The new branding for this family of products reflects a focus on performance leadership, engineering excellence, and a heritage of trust in flash memory. The powerful collection of SANDISK Optimus™ internal storage solutions, encompasses three product lines: SANDISK Optimus™, SANDISK Optimus™ GX, and SANDISK Optimus™ GX PRO.

Featuring a striking new packaging and product design inspired by the company's innovation and iconic branding, the introduction of SANDISK Optimus™ creates room for future growth as the company expands its offerings to support the needs of gamers, creators, and professionals. The new design is inspired by the company's pioneering brand heritage and relentless focus on delivering innovation that delights end users. While the overall look and feel of the SANDISK Optimus brand is boldly different, its product portfolio carries forward Sandisk's long-standing reputation for superior quality and reliability, characteristics that have shaped the company's longstanding legacy of flash innovation.

"The SANDISK Optimus™ brand redefines what performance means for consumer needs," said Heidi Arkinstall, VP Global Consumer Brand and Digital Marketing at Sandisk. "Our products span multiple segments and with this change we are making it easier for consumers to find the right solution for their needs."

Giving customers a more intuitive way to understand performance tiers and navigate the lineup with confidence, the SANDISK Optimus™ portfolio is segmented to help consumers easily identify the product they need:

- SANDISK Optimus™ product line – Designed as a benchmark performance hero, built for content creators who demand faster, smoother computing. These drives deliver the right balance of speed and affordability. Previously branded as WD Blue®, including the WD Blue SN5100 NVMe™ SSD.
- SANDISK Optimus™ GX product line – Gaming without limits, designed for players who want lightning-fast load times, expanded capacity, and power efficiency. Previously branded as WD\_BLACK™, including the WD\_BLACK SN7100 NVMe SSD.

- SANDISK Optimus GX PRO product line– The flagship of the SANDISK Optimus™ brand portfolio, the SANDISK Optimus™ GX PRO represents the pinnacle of performance. These drives are designed for developers, professionals and gamers in the pursuit of the latest technological breakthrough and uncompromising performance who are looking to build AI PCs, workstations, or high-end PCs. SANDISK Optimus™ GX PRO combines cutting-edge storage technologies with increased capacity. Previously branded as WD\_BLACK™, including the WD\_BLACK SN8100 NVMe SSD.

“Millions of people around the world know and trust our internal drives, and the new SANDISK Optimus branding perfectly matches the strength of our portfolio,” said Anil Moolchandani, VP Product Management Client at Sandisk. “The family of internal SSD products are engineered to meet the demands of developer workflows and gaming environments for professionals, gamers, and other prosumers alike.”

The transition from the WD\_BLACK™ and WD Blue® brands to the SANDISK Optimus™ brand identity begins with today’s announcement, with products featuring the updated branding expected to reach select retailers worldwide in the first half of 2026 for purchase, pre-order or notification. For more information, visit [SandiskOptimus.com](https://SandiskOptimus.com), or follow the SANDISK Optimus brand on [Instagram](#) or [Facebook](#).

### **About Sandisk**

Sandisk (Nasdaq: SNDK) delivers innovative Flash solutions and advanced memory technologies that meet people and businesses at the intersection of their aspirations and the moment, enabling them to keep moving and pushing possibility forward. Follow Sandisk on [Instagram](#), [Facebook](#), [X](#), [LinkedIn](#), [YouTube](#). Join [TeamSandisk](#) on Instagram.

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Product specifications subject to change without notice. Pictures shown may vary from actual products. Not all products may be available in all regions of the world.

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