

# Catalyst case for iPad Earns Parent Tested Parent Approved Seal

*North America's largest online parent product testing community gives nod to Catalyst's 100% waterproof, drop proof iPad cases for use by kids and families*

HONG KONG, CHINA, October 4, 2016 /EINPresswire.com/ -- Catalyst, the manufacturer of the world's most protective and versatile cases for the iPhone, iPad and Apple Watch, has been awarded the Parent Tested Parent Approved seal for its iPad waterproof cases which includes cases for the iPad mini, 9.7" iPad Pro and 12.9" iPad Pro

Parent Tested Parent Approved (PTPA) uses real parents to test family oriented products and provides peace of mind that the products are durable, functional and deliver a good user experience.

"We are proud to receive the seal of approval from the largest most trusted source of parent tested products in North America. We want parents and kids to be able to enjoy their device and use it as intended – for homework, games, social interaction, outdoor adventures, photos, videos and more – without the worry of breaking it," said June Lai, CEO of Catalyst.

A recent study published by Square Trade shows 70 percent of elementary school kids, 65 percent of middle school kids and nearly 40 percent of toddlers own tablets. It also shows 55 percent of families have had a tablet broken by a child, and parents have spent more than \$11 billion repairing devices.

"There is a clear need in this market segment for strong, proven protection of devices, especially when it comes to iPads. We take pride in the quality and craftsmanship of our products. The Catalyst case for iPad series, are Military tested for drops of up to 4 feet and waterproof to 6.6 feet. That means the 55% of iPads that have been broken by dropping the device (according to this study), can be significantly decreased in the future with the proven protection of a Catalyst case," Lai added.

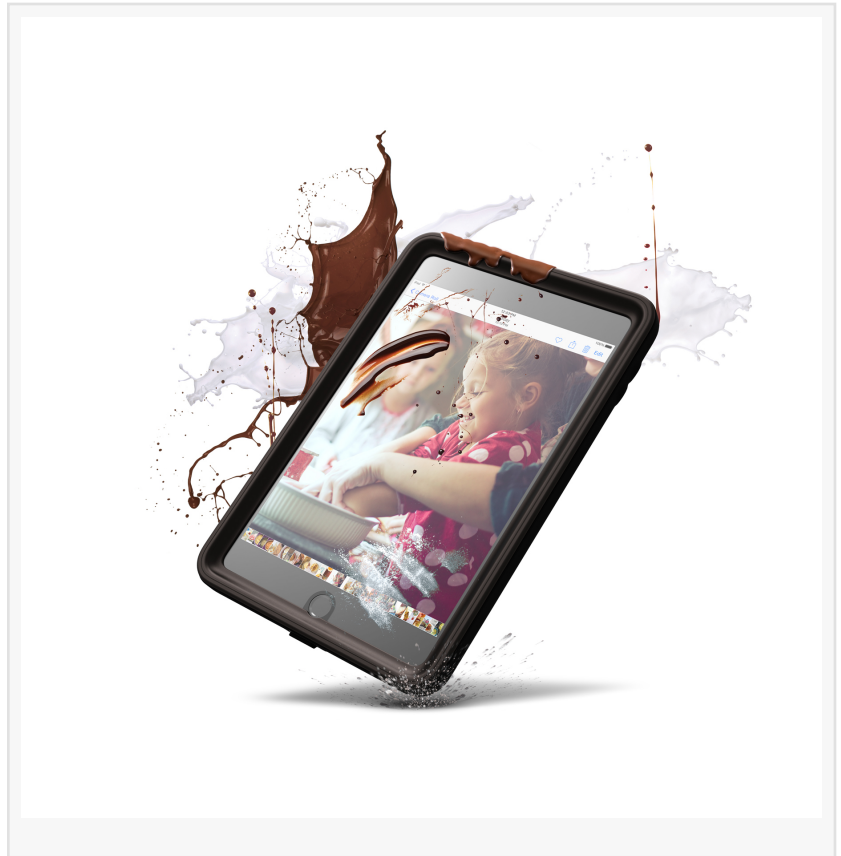
According to parents who tested the cases, the most popular feature for parents was the waterproof design. One parent wrote, "The best feature about this case is that it is 100% waterproof, which makes it carefree when we use it close to the pool, at the beach or even when giving the device to



young children. The waterproof feature in this Catalyst case exceeds military standards for impacts and is precision built for total protection from water getting into the device.”

Another parent said, “It is durable because of the rubber bumper that surrounds the outer edges of the case that makes it slip free and is especially convenient for young children. It also enables us to use the iPad in the kitchen, dusty workshops, during adventures, and close to places with water.”

“At PTPA Media, we are proud to play a role in certifying innovative products that families can trust,” says Sharon Vinderine, CEO and founder of PTPA Media Inc. “When consumers search for our Seal of Approval on product packaging and web sites, they are essentially searching for validation from



their peers. Their peers will have objectively tested and approved these products based on their performance in a real life environment. That type of resource for families is priceless.”

#### Catalyst Cases for iPad Family

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*June Lai, Catalyst CEO*

Catalyst cases for iPad are 100% waterproof tested, designed to meet military-standards for impacts and are precision built for total protection wherever you take it. With a grippy rubber bumper, the Catalyst iPad cases feature a clear front and clear back to showcase and compliment the design of the iPad. An integrated touchscreen film provides access to all features including Touch ID, Control Center and swipe notifications while generously sized ports accommodate most aftermarket charging cables and headphone jacks. And,

Catalyst’s unique air and watertight acoustic membranes allow for clear sound transmission into and out of the case making video viewing and FaceTime calls a breeze. All cases include a bonus flat -pack, foldable stand making it convenient to watch movies or read anywhere.

#### Catalyst Cases for iPad Family

\$149.99 (US) Catalyst Case for 12.9” iPad Pro

\$119.99 (US) Catalyst Case for 9.7” iPad Pro

\$89.99 (US) Catalyst Case for the iPad mini 4

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#### About Catalyst

Catalyst is a lifestyle accessories brand founded to create iconic products that enable people to explore and share their world. Catalyst offers the highest performance accessories that are the best value for their customers.

Founded by June Lai, and award winning industrial designer Josh Wright, both avid outdoor enthusiasts, Catalyst launched in 2011 after searching for product that fit their needs and lifestyle but did not yet exist. Lai and Wright first designed and developed a durable case that would protect their iPhones through their many outdoor and underwater adventures.

Since Catalyst's inception five years ago, the brand has launched on Kickstarter and introduced the highest performance line of everyday cases, accessories and sleeves featuring their own proprietary technology.

#### About PTPA Media Inc.

PTPA Media provides an objective framework for appraising and promoting new products designed to enrich family living. The company's mission is to marry innovative companies with discerning consumers, to improve consumer access to quality products and services for their families and homes.

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