

Catalyst Receives World-Renowned iF Design Award 2018 for Product Packaging

Recognition rounds out a series of awards earned by Catalyst for superior product design including the CES 2018 Innovation Awards Honoree designation

LAS VEGAS, NEVADA, UNITED STATES, March 12, 2018 /EINPresswire.com/ -- Catalyst, the award-winning manufacturer of the world's most protective and stylish waterproof cases and accessories for electronic devices, has been named a winner of the 2018 iF DESIGN AWARD, a world-renowned design prize given by Hannover-based iF International Forum Design GmbH. Catalyst has received the award for artistic design of iPhone product packaging.



Catalyst product packaging won over the 63-member jury, made up of independent experts from all over the world, with its minimalist yet premium design features. The competition was intense: over 6,400 entries were submitted from 54 countries in hopes of receiving the seal of quality.

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“The iF Design Award is a highly prestigious award recognized around the world for outstanding creative development. Our commitment to premium products goes into every detail of the design, presentation and display of the Catalyst brand. We are extremely proud to receive this award,” said Co-Founder and Chief Designer Josh Wright.

The iF Design Award 2018 comes just weeks after an award-winning display at CES 2018 in Las Vegas, Nevada. Catalyst case for AirPods received the Best of CES 2018 recognition from iPhone Life as well as a designation from Digital Trends for the Best Accessories at CES 2018. In addition, Catalyst

was recognized as a CES 2018 Innovation Awards Honoree for the design and development of the of the Catalyst case for AirPods in the Portable Media Players and Accessories product category.

“The Catalyst case for AirPods has been an absolute showstopper for us this year,” Catalyst CEO June Lai said. “We created a one-of-a-kind case that provides total protection for an extremely popular and expensive accessory that makes it drop-proof, water resistant, and easy to carry and keep track of. There was clearly a need for this product and the response from consumers has been

incredible.”

These are not the only awards Catalyst has received in recent months. Catalyst was selected a top International Design Award (IDA) recipient. The Catalyst case for the iPhone 7/ iPhone 8 received the silver award in the Outdoor and Exercise Equipment - Sports/Toys/Games subcategory; the Catalyst case for the 42 mm Apple Watch Series 2 / Series 3 received two bronze awards in the Outdoor and Exercise Equipment - Exercise Equipment subcategory as well as the Bicycle and Bicycle Accessories subcategory; and the Catalyst case for AirPods receive two bronze awards in the Exercise Equipment - Sports/Toys/Games subcategory as well as the Bicycle and Bicycle Accessories subcategory.

IDA honorary juries examined more than 1000 entries submitted by architects and designers of interiors, fashion, products, and graphics from 52 countries around the world.

“We’ve had a tremendous year and are proud to be recognized by all these organizations for the quality of work our team does to put the best products in the hand of consumers. We will be launching a number of new products in 2018 and are excited to share the very latest of what Catalyst has to offer,” Lai added.

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. Josh Wright is an award_winning industrial designer who graduated from the Art Center College of Design and June Lai is the research, development and business partner at Catalyst. Together, after seeing a need for a product that fit their needs but did not yet exist, they designed and developed an iPhone case that would protect their products through their many outdoor and underwater adventures. Since Catalyst’s inception in 2010 the brand has introduced their highest-performance line of everyday cases, accessories and sleeves featuring their own proprietary technology.

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