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Catalyst launches limited-edition iPhone Cases at CES Asia, Shanghai

Full line of Catalyst limited-edition products now available in China and Taiwan; also available in the United States exclusively through Amazon Exclusives with Fulfillment by Amazon

Shanghai, China - (June 7, 2017) - Catalyst, the award-winning manufacturer of protective waterproof cases, today launches at CES Asia new limited-edition waterproof cases for iPhone 7 and 7 Plus in a fresh sporty summer color, Blueridge/Sunset. Catalyst also announces today the immediate availability of an array of new Catalyst products in China including: waterproof, drop proof carry case for AirPods, limited-edition colorways for Apple Watch Series 2, and a Glow-in-the-Dark collection of cases for AirPods, Apple Watch Series 2 and 12.9" iPad Pro.

This collection of limited-edition products is now available through Amazon Exclusives on Amazon.com in the U.S. with free 2 day shipping for Amazon Prime members. In addition, the entire range of Catalyst products are now available on Amazon.com and fulfilled by Amazon.

"We are thrilled to unveil at CES Asia our newest limited-edition iPhone cases that launch today and to introduce a newly-available range of products in Asia. China is an important market for Catalyst, as Chinese consumers appreciate the premium quality and craftsmanship that goes into each of our product designs," said June Lai, CEO of Catalyst. "In addition, by teaming up with Amazon, we're also able to make the new phone cases as well as the entire limited-edition collection available to U.S. customers. The site is a destination for technology, accessories and unique products, and now customers can easily and seamlessly include Catalyst in their Amazon shopping experience."

"We are excited to be back in China for CES Asia 2017," said Co-Founder and Chief Designer Josh Wright. "We are always warmly welcomed, and I can't wait for the feedback on our new products. I love to see the photos and videos that people have been able to capture while using our cases. Our customers have grown to expect the best and I can't wait to hear what our customers in Asia and on Amazon in the US think of our new iPhone case color as well as the extended range."



See our new products at
CES Asia Hall 1, Booth 1832,
or online at www.catalystlifestyle.com

Limited-edition Catalyst Case for iPhone 7 and iPhone 7 Plus

US\$79.99/CNY550 | Catalyst Case for [iPhone 7](#) | Available now

US\$89.99/CNY620 | Catalyst Case for [iPhone 7 Plus](#) | Available now



iPhone 7
Blueridge/Sunset

iPhone 7 Plus
Blueridge/Sunset



The new award winning cases for the iPhone 7 and 7 Plus provide the industry leading protection Catalyst is known for and are available in a fresh limited-edition blue rubber bumper with sunset red color accents. Every case is tested waterproof to 10m and designed to handle drops up to 2m. The cases feature Catalyst's True Sound acoustic technology for clear sound transmission as well as transparent front and back housing sections to highlight the design of your iPhone. The case's capacitive touchscreen allows full functionality of the iPhone including Touch ID and all Control Center and notification swipe functions. The limited-edition Catalyst Cases for iPhone 7 and iPhone 7 Plus are now available to order at **Taobao** in China, **Nice Shop** in Taiwan, and through **Amazon Exclusives** in the US.



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Catalyst Case for AirPods

US\$24.99/CNY175 | Catalyst Case for AirPods - [Blueridge/Sunset](#), [Army Green](#), [Deep Plum](#), [Slate Gray](#), [Frost White](#) | Available now

US\$29.99/CNY210 | Catalyst Case for AirPods - [Glow-in-the-dark](#) | Available now

Now available in **China** and **Taiwan**, the award winning Catalyst case for AirPods is the first of its kind, premium protective case that is a stylish, everyday essential accessory. Made of a soft premium silicone, the case is IP67 waterproof (1m) and drop proof (1.2m). It's slim, minimalist and designed so users have convenient access to the charge port. The included carabiner allows the case to be easily attached to a belt loop, bag or backpack so that you can always find your AirPods and they are easily accessible on the go.



Limited-edition Catalyst Case for Apple Watch Series 2 and limited-edition Watch Bands



Apple Watch Series 2
Deep Plum

Apple Watch Series 2
Army Green

Apple Watch Series 1 & 2
Watch Band - Red Hot

Apple Watch Series 1 & 2
Watch Band - Army Green



US\$59.99/CNY415 | Catalyst Case for 38mm Apple Watch Series 2 - [Deep Plum](#) | Available now

US\$59.99/CNY415 | Catalyst Case for 42mm Apple Watch Series 2 - [Army Green](#) | Available now

US\$19.99/CNY138 | 24mm Watch Band for 42mm Apple Watch Series 1 and Series 2 - [Red Hot](#) & [Army Green](#) | Available now

Now available in **China** and **Taiwan** and through **Amazon Exclusives** in the US, the award winning Catalyst cases for Apple Watch Series 2 are available in Deep Plum, Army Green and Glow-in-the-Dark in addition to Stealth Black and Alpine White. Every Catalyst case for Apple Watch Series 2 is tested waterproof to 100m – which significantly enhances the waterproof rating of the naked device. For drier adventures, the cases also protects against dust, dirt, sand and impacts of up to 2m while preserving the full functionality of the Apple Watch.

Also available, Catalyst has introduced limited-edition 24mm Watch Bands for the 42mm Apple Watch Series 1 and Series 2 in 2 exciting colors: Red Hot and Army Green, so users can customize their Catalyst Apple Watch case. The bands are made with dust-resistant, comfortable rubber and are easy to remove and install.



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Catalyst Exclusives - Glow-in-the-Dark Collection

US\$29.99/CNY210 | Catalyst Case for AirPods - [Glow-in-the-dark](#) | Available now

US\$69.99/CNY485 | Catalyst Case for 38mm and 42mm Apple Watch Series 2 - [Glow-in-the-dark](#) | Available now

US\$159.99/CNY1100 | Catalyst Case for 12.9" iPad Pro - [Glow-in-the-dark](#) | Available now

Catalyst introduces a new collection of Glow-in-the-Dark cases in **China** and **Taiwan** and through **Amazon Exclusives** in the US to make it easier to find your device. “When we first launched on Kickstarter, we created a limited-edition Glow-in-the-Dark case,” says Josh Wright. “This was a massive hit with customers and we wanted to go back to our roots. This exclusive family of glowing products still features the industry leading waterproof and drop proof ratings that Catalyst is known for - only now you’ll be able to show them off in the dark.”

About Catalyst

Catalyst is a premium 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. In 2010, after seeing a requirement for a product that fit their needs but did not yet exist, they designed and developed a line of high-performance everyday case, accessories and sleeves for their many outdoor and underwater adventures. Catalyst is available in more than 70 countries including China, Taiwan, Hong Kong, Japan, Korea, Philippines, Singapore, Malaysia, Thailand, Indonesia and India.

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