



# EMBARCADERO PACK CASE STUDY WITH catalyst



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First and foremost, the new Topgolf employees were thrilled! They thought the pack was cool, yet functional. Staffers at Topgolf had been ordering backpacks from a different supplier but they were much more basic-looking, so they were extra excited to give the Embarcadero packs out. Not to mention they were really impressed with the quick turn time from Origaudio”.

Becca McGlaun  
Catalyst

## OVERVIEW

Since 1999, Catalyst has been sourcing and creating merchandise that engages and connects customers with brands. With a focus on strong customer service, Catalyst aims to deliver unique products and packaging that elevate brand presence to new levels.

## STRATEGY

Topgolf is the ultimate indoor golf, game and party venue popping up across the country. When a new Topgolf venue opens, a special group of people is sent to help train new associates and get them excited about working there. Topgolf orders the wait staff (called bay hosts) and customer-facing associates new backpacks, and came to Catalyst seeking a high-end and unique design. The Embarcadero was the perfect pack for a new employee because of its business travel functionality