

Organization Never Looked So Good! MOOV Designs Versatile Bags for All Occasions

Meet **MOOV**, a team of entrepreneurial engineers and parents who design smart products to make life easier, safer, and enjoyable. MOOV focuses on problem-solving to improve Mobility-Organization-Optimization-Versatility.

The innovative minds responsible for MOOV pride themselves on being problem solvers. Sarinya and Glen Oliver have engineering backgrounds and started the company when their son was into everything, including digging into the diaper bag. There had to be a better way to organize items during feeding and diaper changes on the go.

The duo designed a solution resulted in the minority-owned brand being a JPMA Innovation Awards Finalist in 2020. The hero product is the **Catalyst** (\$199), the go-anywhere and everywhere streamlined solution that busy professionals have been waiting for in a modern bag. The **Patented XCHECK® System** features organization at the forefront to let you easily carry your gadgets for an organized life simplified. The gender-neutral bag is designed with modular components, allowing users to customize it in infinite ways and quickly go from a backpack to a messenger or cross-body bag. It's a clean, slick look made for life on the go. It's one bag for all occasions.

- Genuine leather for a classic look (available in space black, charcoal gray or amber brown) with a silver-gray interior.
- Padded laptop pocket with elastic closure (fits up to 18" laptops).
- Rummage-free, lucid pockets to see all your essentials at a glance.
- Two side pockets and a Velcro interior.
- USB port to easily charge your mobile devices without taking out the power bank.
- Sleeve to secure your bag to a trolley or stroller.
- Comfortable gel pads used for backpack and shoulder bag positions.
- Inside pockets have a patented Xcheck system for labeling and organization, a checklist for all your essentials.
- Transparent pockets for smaller electronics.
- All pockets are accessible from the top, side, or front for versatility.
- Size: 12.5" x 5.7" x 18.5"; Weight: 2.5 LBS (1.1 KG)
- Add **accessories**, such as a diaper pad or a **Makeup Pouch Organizer Bag**, to customize the bag to your needs.
- Passes airport security hassle-free.

The Catalyst is just one of **3 bags** in the **collection**, all geared for urban professionals, travelers and parents. The MOOV bags are designed to evolve to fit a dynamic lifestyle.

For more information, visit www.moovforward.com or contact vanessa@teamchicexecs.com.

About MOOV:

MOOV is a team of engineers and parents that knows organization always is in style. The entrepreneurial start-up designs smart products to make life easier, safer, and enjoyable. MOOV focuses on problem-solving to improve Mobility Organization Optimization Versatility. Its modern handbags are the solution to an organized life simplified. For busy times on the go, take MOOV along and travel easily from the boardroom to boardwalk to parenting. They seamlessly keep up with your way of life. Follow them on Instagram [@moov_usa](https://www.instagram.com/moov_usa).