



Outdoor Business Update

March 22, 2010

People News

Osprey Packs Names Graphic Designer to Marketing Team

Monthly Traffic: 6,273

URL: <http://tinyurl.com/y8sg8yt>

Osprey Packs, Inc. hired Andy Patchin for their newly created position of graphic designer. He will be responsible for the design and creation of the company's marketing materials, including their branding direction, design concepts, catalogs, product graphics, owner manuals and in-store product presentation.

Patchin will be based in Osprey's new Mill Valley, California product design office, where he will interact directly with the product creation process, further strengthening the close collaboration between Osprey's product and marketing departments.

"As our growth curve accelerates, I'm pleased to augment our marketing team with a graphic designer as talented as Andy," said Gareth Martins, director of marketing for Osprey Packs.

Prior to joining Osprey, Patchin headed his own graphic design firm, OR.CA Creative (andrewpatchin.com), which he founded his senior year at the University of San Francisco. Specializing in identity packages, catalog and web design, marketing materials and photography, his clients included Folsom Custom Skis, Studio Iugo, Tarponwear and Trew Gear.

