

Incipio Buys Skullcandy

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Accessory maker Incipio buys into audio with headphone vendor Skullcandy, in a deal worth approximately \$177 million in cash.



The deal covers the two headphone brands owned by the company, Skullcandy and Astro Gaming.

"We have long admired Skullcandy's culture of innovation and ability to create pioneering audio experiences with quality and style," Incipio says. "Skullcandy and Astro amplify our dynamic mix of products and brands, while bolstering the technical and operational capabilities that serve as the foundation of our platform. The team at Skullcandy and its international presence will also allow us to accelerate the global impact of our multi-brand offense."

Post-acquisition Skullcandy should see little in terms of changes, other than Incipio using its distribution channels to get more Skullcandy headphones on more places. The brand might also find use in other Incipio-owned products and licenses.

The Incipio cheque book has been busy over the past few months-- September 2015 saw it buy backpack and mobile device case maker Incase. A few months previously it acquired ClamCase, the iPad case maker.

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