

Apple Designs Packaging for 3rd Party Accessories

Written by Marco Attard
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9to5Mac reports Apple plans a 3rd party iDevice accessory revamp-- one involving the reduction of the the amount of said accessories to a hand-picked number featuring packaging co-designed by Apple itself.



According to a memo obtained by the news site, Tech21, Sena, Incase, Mophie, Logitech and Life Proof accessories will soon be sold in minimalist Apple-style packaging featuring a photo of the accessory in question against a white background. The redesign also involves simpler fonts, higher-quality construction and more consistent compatibility labeling.

Such boxes have already been seen in the wild-- Apple blog Macotakara spotted updated Mophie battery pack packaging in a Japanese Apple Store.

Such packaging will be limited to higher-quality accessories. Why? Apple is reportedly planning to limit accessory inventory as part of an effort to push Apple Stores as more "premium" retail spaces for the sale of the Apple Watch.

Go [All Apple Stores Revamping 3rd Party Accessory Selection with Apple Designed Boxes \(9to5Mac\)](#)

Go [Apple Stores Start Sale of 3rd Party Accessories With Renewed Package Design](#)

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(Macotakara)