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ColorWare-customized
iPhone 4
ColorWare Inc.

[ColorWare Impresses With New iPhone 4 Customization](#)

Might just solve reception issues too

[ColorWare](#), a company focusing on gadget customization, is now offering its services to iPhone 4 customers who may want to add a splash of color to their device. Notably, ColorWare doesn't just give [iPhone 4](#) a spray and off-it-goes, but actually paints individual parts in different colors, to achieve a truly beautiful design. The service, however, is not cheap - \$250, but they also do your Apple earbuds to match the device.

Naturally, it's the customer who specifies which colors need to go where, but ColorWare also takes this load off their shoulders. Via a Brainstorm button on its web site, ColorWare quickly combines a set of colors that go great with each other to achieve a pleasantly looking design. Readers can have a look at the above image to get a better "picture" of what we mean.

Some speculate that ColorWare's new [offerings](#) could also act as a barrier between the phone's [problematic antenna](#) and the user's hand, solving the reception issues Apple has been slammed over recently.

Established in 2000, ColorWare Inc. is an industry leader in coloration. The company started in the business "with the concept of transforming the ubiquitous beige computer into a custom-colored work of art. The idea began with an attempt to color a late-model cell phone in 1999," ColorWare [explains](#) on its About Us page. "After a year of testing and experimenting, the ColorWare high-gloss, scratch-resistant polymer-based coating was perfected. ColorWare's initial offerings included 22 standard colors available on two mp3 players, three gaming consoles, and four computers, and many new products as well as additional colors have been added in recent years," the company says.

"Featured as number 108 on the Inc. 500 list of fastest growing privately held companies in the fall of 2007, ColorWare continues to grow at an impressive rate each year by focusing on popular electronics and offering more options on those products," ColorWare adds. "As evidenced by ColorWare's appearance in magazines such as In Style, Vogue, and Entertainment weekly, a ColorWare product is also a statement in fashion and individuality, and as such fills a high-demand niche market."