



Pavitar Singh

# iPhone 6 'bendgate'

Can wearing nice pants remould the shape of your brand new iPhone 6 plus?



# iPhone 6 bendgate

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September of 2014, the iPhone 6 and 6 plus were released into the market. It was a big deal for Apple as it was after numerous years they changed the design of the iPhone, from the squared edges to a sleeker and soft edged device. In the first week alone, more than 10 million iPhone 6 and 6 plus model phones were sold worldwide breaking records at Apple HQ.

After a few days of release some customers were noticing that their phones were bending after being in the pockets of their slightly tight pants. At first only a few people came forward with their issues, which weren't taken very seriously. But within the next two weeks, an increasing amount of people came forward with the same issue, claiming that their brand-new phones were warped and bending under the smallest amount of stress.

As for Apple, in the short term there was not much that they could do except give refunds upon visual inspections. But for the long term they had to go back to the drawing board and redesign their new phone to create a stronger form of the

iPhone 6. Phones are always tested for durability before they are released onto the market but often it is when the phone is used in the real world the problems start to arise.

Issues were sure to arise as Apple has never before the release of the iPhone 6 made a phone of this size. For years Apple stuck with creating smaller phones, as did every other phone company, but slowly the demand came for a phone that was larger. The iPhone 5, and 5s both small phones with dimensions of 12.38cm by 5.86cm, were the ideal size for a smartphone in the years of 2012 to 2014 as they could easily fit into pockets and be used one-handed without much trouble. As time goes on, trends change and that requires companies to adapt and reinvent. Prior to the release of the iPhone 6 and iPhone 6 plus, a massive 15.81cm by 7.78cm phone was something completely new for Apple.

Creating a phone of such size and especially it being their first time designing one, Apple needed to take a different approach to the design altogether. The

iPhone 6 plus is made of a single thin sheet of aluminum with no other support. Most other phone companies also utilize aluminum for phone shells but they also use other metals like magnesium to form the chassis of the phone for structural support. For the iPhone 6 and 6 plus no such metal was used and there was no chassis component to the phone. On their older phones, utilizing aluminum was not a bad option as the smaller size of the phone allowed the aluminum to remain strong. However, the more aluminum expands, the weaker it gets, which then reveals high stress/weak points in the metal. For the iPhone 6 plus, the weak points were right under the volume down button on the left-hand side of the phone.

Overtime many people went back to Apple stores to get their new phones replaced and Apple replaced the faulty ones. The replacement of phones did not cause a major impact on the Apple's sales, as they still sold over 10 million devices in the first week alone. A year after the release of the iPhone 6 in September of 2015, Apple

released the iPhone 6s model devices, a revamped, polished and stronger version of the iPhone 6. This time Apple had created a much thicker walled frame for the iPhone and since then not another complaint has arisen about the durability of the iPhones.

Even though they had to do this, it did not impact Apple's sales that much as they did sell over 10 million devices in the first weekend alone.



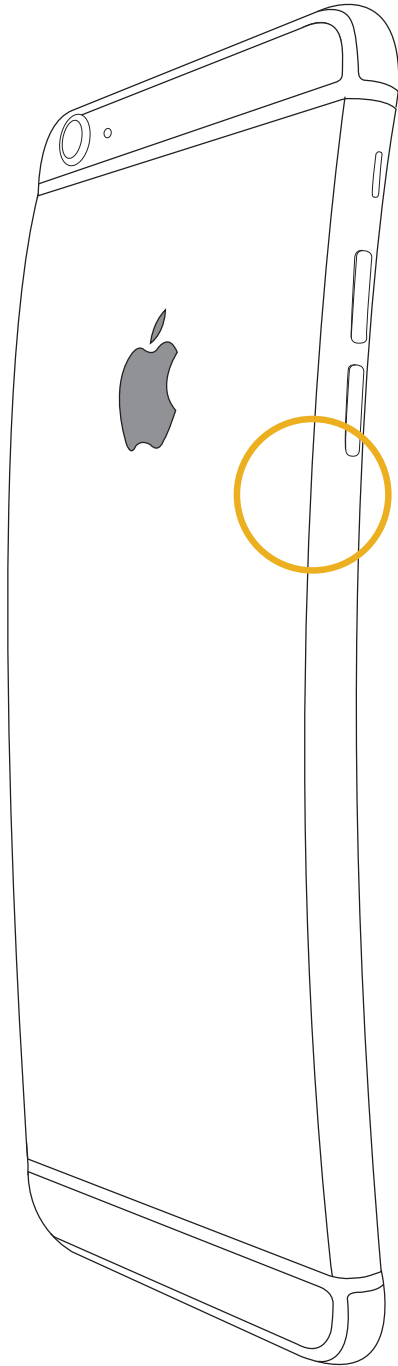
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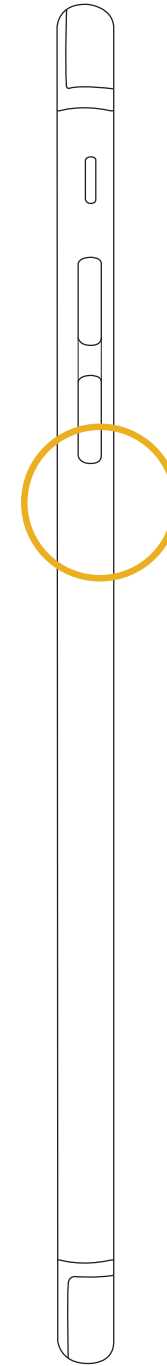
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**Area outlined shows point most prone to bend and warp.**

Phone on the left shows bent iPhone 6 plus,  
angled to show extremity of the bend  
Phone on the right shows the side profile of an  
iPhone that has not been warped



**This bar chart shows the reported amount of bent iPhones compared to iPhones sold**

■ area represents sold iPhones totaling over 10 million. The ■ area shows the number of bent iPhones reported.

