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Thread: [Apple introduces solution to fix iPhone 17 Pro's scratch problem](#)

**digital2key** - *October 4, 2025, 11:12 am*

After the introduction of the iPhone 17 Pro and Pro Max, users were greeted with an unexpected surprise when entering Apple stores: the appearance of fine lines and small spots on the displays. This incident raised concerns about the durability of a device that was presented as Apple's most durable and precise design.

After identifying this problem, Apple began taking measures to prevent scratches on the iPhone 17 Pro. By installing silicone rings on the MagSafe mounts and updating the cleaning routine, the Cupertino company tried to prevent the glass surface of the phone from coming into direct contact with the hard metal of the charging base when removing or reinserting it.

this problem was actually caused by the wear and tear of the store equipment on which the iPhones were displayed, and the scratches observed were not necessarily indicative of the device's actual durability. Apple also changed its cleaning instructions for display units, requiring store employees to clean iPhones more thoroughly with a special solution containing salt to remove any stains or residue from the bases.

With these measures, Apple is trying to keep the display units pristine and ensure that customers' initial impressions of the iPhone 17 Pro are exactly as the company intended. These behind-the-scenes tweaks are crucial because initial impressions of the device's appearance play a significant role in customers' purchasing decisions.

Some users may be replacing their previous iPhone 16 Pro models, but the iPhone 17 Pro's titanium body is designed to make it more appealing for users to keep the device for another year. This move by Apple shows that the company places special importance on the initial customer experience and strives to present the best visual impression of its products.

**Birds dont sing** - *October 30, 2025, 10:51 pm*

That's just crazy, they should stick to titanium