

Apple's Midas touch

By João on June 13, 2016 at 8:00 am

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Recent news suggest that, among many other unique capabilities, Apple may also have the famous “Midas touch” (King Midas’ ability, according to Greek mythology, of turning everything he touched into gold).

And no, I’m not referring to Apple’s (also famous) sky-high profits.

In Apple’s most recent [environmental responsibility report](#), the company reports that it has managed to recover over 61 million pounds of steel, aluminium, glass, and other materials. And those other materials include – yes, you guessed – gold. More precisely, 2,204 pounds of gold – at the current prices, roughly GBP 27 million.

This gold is recovered through the Liam robot, which efficiently disassembles returned equipment, separating the various materials and extracting the few milligrams of gold present in each smartphone, mostly in circuit boards and other components.

As mentioned in the [video presenting Liam](#), “true innovation needs considering what happens to a product at every stage of its life cycle”. Recovering these materials represents a source of revenue, but given Apple’s size and profitability, this is not really significant from a financial perspective. However, by avoiding tons of valuable parts to be dumped in landfills, it contributes to [Apple’s environmental strategy promoting sustainability](#).

Indeed, a valuable, sustainability-supporting Midas touch.

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r/Apple: For everything Apple-related. r/iOS: For any discussions about the venerable Apple mobile operating system and our sister sub. r/tvPlus: For all things Apple TV+. Fan of the iPad as well? Check out r/iPad. r/iPod for the classic device that started the revolution of mobile Apple devices. r/AppleWatch is the place to be for all discussions on the Apple Watch. /r/iOSBeta for the latest on iOS developer and open beta. /r/Siri: That wonderful robot that lives in our phones. Apple doesn't have a Midas touch: they just have a user in control. He demands that things make sense, go "as you expect". Their success has to do with whether users want what the product has to offer " hence a far bigger success for open-ended tech (iPhone post App Store, Macs, iTunes, programmable Mighty Mouse) that allow lots of third parties to bring in good things on the table, rather than closed services (the first Apple TV, Newton, iLife). Instead of spending over \$10,000 on a golden Apple Watch Edition why not use the Midas Touch USB, a DIY kit that uses electrochemistry to plate your boring old steel Apple Watch with 24 karat gold. Unlike the posers who have just painted the watch gold, this process actually chemically binds 24 karat gold to the stainless steel surface. The kit currently requires a stainless steel Apple Watch, but a new process to coat the Sport is in the works. Chemist Eric Knoll created the kit after hearing about the pricing for the Edition model.