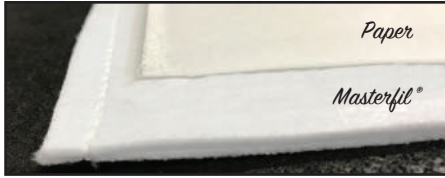


▶ Masterfil®

The Reusable Fabric Filter

Masterfil® Filter Features:



Extended Oil Life

- ▶ Double oil life
- ▶ Reduce top off by up to 10%
- ▶ Improves oil color

Faster Filtering

- ▶ Reduces filtration time
- ▶ Shortened recirculation time
- ▶ Fryer back in operation quickly

Better Flavor Profile

- ▶ Improves food quality
- ▶ Improves appearance and color

Durable / Reusable

- ▶ Impossible to tear when scraped
- ▶ Simply scrape crumbs, set back into place and continue frying

Significant Savings

- ▶ Filter lasts for one week
- ▶ Up to 2 pounds of oil saved per day

Faster Flow Rate

- ▶ Provides instant oil clarity
- ▶ Filters down to ½ micron particle size (paper only filters down to 20-60 microns)

Superior Performance

- ▶ Improved flow rate
- ▶ Optimum particle reduction

Sustainable

- ▶ Uses half as much oil = less oil in landfills.
- ▶ **Synthetic:** No trees used in production
- ▶ **Saves Energy:** More efficient frying and less filtration time.

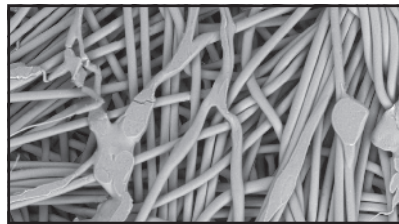
Filter Media Comparison: Cost and Waste

	Filtration Rate		Daily Oil Throwaway (oz)		Annual Oil Waste (per fryer)		Annual Cost Filter & Waste (per fryer)	
Masterfil®	0.5 micron	✓	2 oz	✓	\$43	✓	\$477	✓
Economy Cellulose	190 micron		18 oz		\$389		\$479	
Thick Cellulose	20 micron		20 oz		\$432		\$667	
Charcoal-Impregnated Pad	0.5 micron	✓	24 oz		\$518		\$1,365	
Powder-Impregnated Pad	5 micron		24 oz		\$518		\$1,311	

Filter Media Comparison: Features & Benefits

	Improved Oil Quality	Improved Team Satisfaction	Consistent Product Color	Overall Value
Masterfil®	★★★★	★★★★	★★★★	★★★★
Economy Cellulose	★	★	★	★
Thick Cellulose	★	★	★	★
Charcoal-Impregnated Pad	★★★★	★	★★★	★
Powder-Impregnated Pad	★★	★	★★	★

Masterfil® Up-Close:



Masterfil®
Cross Section 300X

vs.



Economy Cellulose
Cross Section 300X



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