

# MAGNESOL® XL

“Shortening Saver”

## What is MAGNESOL® XL?

MAGNESOL® XL “Shortening Saver” is a safe, pure white compound that meets the food-grade specifications of the U.S. Food and Drug Administration (FDA), National Sanitation Foundation (NSF), and the Joint Expert Committee on Food Additives of the World Health Organization. MAGNESOL® XL removes both solid and dissolved impurities from used oil to give it eXtra Life. Your oil stays fresh, clear and sparkling clean so you can fry light, crisp and golden delicious fried foods.

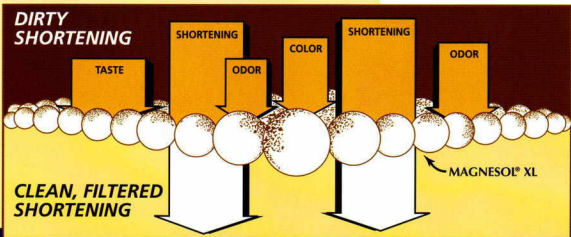
## How does MAGNESOL® XL work?

MAGNESOL® XL is activated! It is different than any other purifiers on the market. Filtering every day with MAGNESOL® XL not only removes food debris from oil but it also extracts soluble liquid impurities that contribute to off-flavors and odors of used oil. Unlike ordinary filter powders, MAGNESOL® XL particles act like a magnet to attract and remove the dissolved tastes and odor that can spoil fried food.

## Why use MAGNESOL® XL?

### Quality and Economics!

MAGNESOL® XL does more than simple filtration. During frying, oil surrounds and soaks into food actually becoming a part of it. As oil breaks down, dissolved impurities also soak into food affecting its taste, texture and appearance. Daily use of MAGNESOL® XL extracts the off-flavors and odors dissolved in oil so that only fresh, clear and sparkling clean oil touches your fried food. So, cleaner oil means better tasting fried food and longer oil life. Longer oil life means lower frying cost and higher profits for you!



# We've Got The **DROP** On The Competition...



**POUR**

MAGNESOL® XL  
onto filter paper  
or filter screen



**DRAIN**

Oil into your  
filter pan



**RECIRCULATE**

Oil for 5-7 minutes and  
rinse sides of fry vat  
with recirculated oil



**PUMP**

Clean, fresh oil  
back into your  
fry vat



Optimum Frying



Optimum Frying

*Filtering daily with  
MAGNESOL® XL gives you  
more than twice the days of  
optimum frying quality.*

TOP ROW:  
Oil filtered with  
"Brand X" filter media.

BOTTOM ROW:  
Oil filtered with  
MAGNESOL® XL filter media.

## MAGNESOL® XL

*Assures:*

- EXTRA SHORTENING LIFE
- HIGHER PROFITS
- CRISP, GOLDEN DELICIOUS FRIED FOODS
- FRESH, CLEAR AND SPARKLING CLEAN SHORTENING



## GENERAL FILTRATION

441 Applewood Crescent  
Concord, Ontario L4K 4J3  
Ph. (905) 761-9000  
Fx. (905) 761-9001  
info@generalfiltration.com  
www.generalfiltration.com