

## Product Fact File

### 'Clear Beer' - Beer Line Treatment Magnet

#### Introduction

The use of magnets to treat liquids has been around for over 60 years. Indeed, during the Second World War the fuel lines on Spitfires had magnets placed on them to assist with cleaner running of the engines! Since then, magnets have been used to treat water pipes, fuel lines, gas lines, and various other liquids, including beer.

#### How It Works

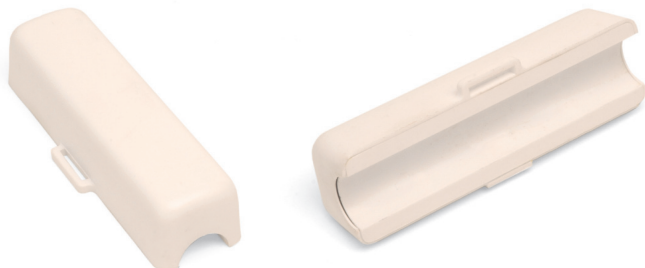
The magnetic field applied to the liquid through the wall of the pipe has an 'ionisation' effect on the liquid. This makes it harder for any particles in the liquid to stick to each other or to the inside of the pipe. In the case of beer these particles are yeast, oxalates, and sugars. As the ClearBeer magnets make it harder for these to 'build up' within the beer lines, they dramatically reduce the number of cleaning operations required per year.

#### Magnet Information

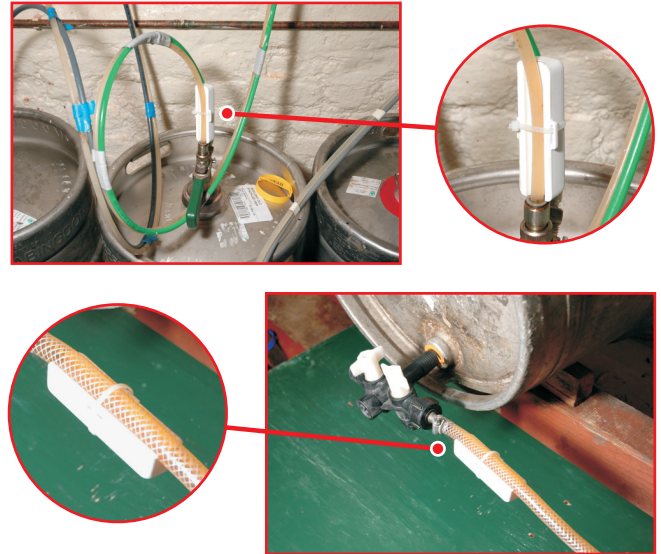
Over the past 15 years a number of new magnetic materials have been developed with much stronger 'energy' levels than previously available. These magnets in turn have made the treatment of liquids much more successful than before.

Our units incorporate these latest 'high energy' magnets which will ensure effective treatment of the beer. Please remember, we are a 'Magnet Manufacturer' NOT a 'Marketing Company'. This means we know what we are talking about and do not try to baffle our customers with 'sales hype'!!.

Our magnets are encased in a durable plastic housing which is about 100mm (4") long x 25mm (1") wide (see photos below). The casing features a channel running down the centre, which will accommodate a line up to 15mm (5/8") in diameter. The magnet is placed onto the line as it exits the barrel / keg and is quickly and easily locked in place with a cable tie.



The magnets can be used on bitter, lager, stout, or any other draft beer. They will keep their magnetism for over 10,000 years, and will pay back their cost very quickly.



#### Savings

Using the Clear Beer magnets will typically extend the beer line cleaning frequency from once per week to approximately once every two to three weeks (the timing will not be the same in every pub and will vary depending on cellar temperature, beer usage, etc.). As any publican knows the cost of cleaning out beer lines is a combination of: chemical cost, cleaning time and, most importantly, the 'wasted' beer that is flushed through the lines after cleaning.

#### Example Savings:

- Cleaning Frequency reduced from 1 per week to 1 per 3 weeks
- This saves approximately 35 cleans per year with an average beer 'wastage' of 3 pints per clean per line.
- This saving amounts to 105 pints per year per beer line.
- With beer typically costing the publican £1.00 per pint, this amounts to a cost saving of £105.00 per year - in 'wasted' beer alone!
- Then add in chemical costs and wasted time as well.

Clearly then, every beer line with a single Clear Beer magnet attached to it will pay for itself in a matter of weeks. So stop wasting your time, beer and chemicals by fitting Clear Beer magnets to your beer lines today.

#### Typical Costings

2 units - £22.80/unit

10 units - £19.80/unit

20 units - £17.80/unit

Prices subject to carriage and Vat.