

This is the raw text from the manufacturer's website (copied and pasted). Mundorf is a team of fantastic engineers. Their capacitors are widely used as reference models by reviewers in the audiophile industry. But English isn't Mundorf's first language, nor is writing and editing their strong suit. My job was to use their product data and research their design methods to create copy that's accessible and delightful to customers, whether they are beginners in the industry or hardened vets.

Before:

MCap SUPREME EVO SilberGold

Since 2015, the **MCap[®] SUPREME EVO SilberGold** has been our undisputed top capacitor model. It combines all our technical highlights, such as SilverGold metallisation, SUPREME and EVOLUTION winding technology and over 30 years of experience in the manufacturing of audiophile masterpieces into a unique capacitor type of equally unique musicality: finely nuanced and lively shining acoustic colours, which combine into a breathtaking, beautiful, live-like music experience with the utmost precision, presence and three-dimensional plasticity.

Metallised polypropylene as the dielectric guarantees low tolerances and the highest standards of safety in use thanks to its self-healing properties. After running through our new top-quality winding process, the capacitor winding is potted by hand into aluminium tubes to minimise microphony. The directly gold-plated, asymmetrical pure copper wires make it possible to assemble it in a classic, horizontal style or vertical; the shorter lead also indicates the capacitor's outer foil.

Thanks to its Oil impregnation, the **MCap[®] SUPREME EVO SilberGold.Oil** offers even superior presence and dynamics

General Information

Dielectric: Polypropylen (PP)

Metallisation: 99% Silver + 1% Gold

$\tan \delta$: 0,0002@1 kHz · 0,0001@10 kHz

Max. ambient temperature: 85°C/185°F

Highly recommended for new designs. Further voltages, capacities and custom labeling available on request.

Source:

http://www.mundorf.com/en/?category=hifi&menu=caps_audio&content=mcap_supreme_evo_silbergold_oil

My copy is designed to give customers a delightful summary that highlights the product's features and distinguishes it from other similar products in the same line. Well-worded small paragraphs are timeless, which is why I've included one here. But the internet also likes lists, so I wrote bullet points for each feature instead of going on and on with big blobs of text.

After:

MCap SUPREME EVO SilverGold.Oil

The MCap SUPREME EVO SilverGold.Oil is a mouthful for a reason. The highest of the high end, this new capacitor from Mundorf combines SilverGold metalization, oil impregnation, SUPREME plus EVO winding technologies, hand-potting and gold-plated copper lead wires. Put these in your sound system for pure audio bliss.

Product Features

- **EVOLUTION Winding Technology:** a compression process that minimizes low equivalent series resistance (ESR) and equivalent series inductivity (ESL).
- **SUPREME Winding Technology:** Mundorf has packed two caps in one and wound them in reverse to create a zero-inductance capacitor. Yes, you heard right: *zero*.
- **Asymmetrical Lead Design:** DIYers have the freedom to orient these caps in either a horizontal (axial) or vertical (radial) configuration.
- **Holographic Three-Dimensionality:** One of hi-fi's chief hallmarks. Mundorf capacitors will let you visualize your music with lifelike detail.
- **Ease of Use:** No need to worry about locating the outer foil – just look for the short wire.
- **Safety:** a self-healing metalized polypropylene dielectric designed to clear faults caused by short circuits.
- **Oil impregnation** that squeezes, softens and fills every gap in the winding, giving DIYers decreased resonances and cleaner sound.
- **SilverGold Metalization:** the key to deeper depths, stronger contrasts and hair-raising musical detail.
- **Gold-plated copper lead wires** that provide increased conductivity and corrosion resistance.

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