

reSource

FEBRUARY
2016

Your source for all things plumbing, heating, piping and HVAC

(800) 992-3682

*American
Standard*

CLEAN UP YOUR ACT!

CHAMPION PRO TOILET

1.28 GPF, right height,
#814364

\$235/ea

Toilet seat
not included.

CADET PRESSURE ASSIST TOILET

1.6 GPF, right height,
#664715

\$295/ea

Plus...

**Enroll in the Plumber Rewards Club NOW & Earn Double the Rewards
on all Eligible American Standard Purchases!**



- Trade Professionals purchase product – receive money back
- Money back is awarded via VISA re-loadable Reward Card
- The card is accepted everywhere VISA is accepted nationwide

Enroll through your Torrco salesperson TODAY!

BLOWOUT SPECIAL!

COMMERCIAL TOILET SEAT

White, elongated, open front, #596784

\$13.50/ea

TORRACO™

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PLUMBING | PIPING | HVAC | KITCHEN & BATH

KD Navien

NEW NCB-E WHOLE HOUSE COMBI BOILER/WATER HEATER

The NCB-E replaces the NCB series and includes:

- Grundfos circulator pump
- Low water cutoff/boiler relief valve
- Lower vibration quieter fan
- New integral air vent



NOW AVAILABLE!

Introducing the
New **PRO56**
universal, solid frame, adjustable flapper.



**OPERATION
RISE AND
CONQUER**

A portion of the proceeds from the sale of each PRO56 flapper will go directly to Operation Rise and Conquer for soldiers & veterans.

Liberty Pumps

LOW PROFILE SEWAGE SYSTEM

LOWPRO41LP - 4/10 HP 115V

280 Series
Cast Iron
Submersible
Effluent/
Sump
Pumps

**Energy Saving!
Model**
Effluent motor design
reduces electrical usage
by up to 40%



- 2" Solids-handling sewage pump
- 4/10 HP 115V
- Durable poly tank with separate access opening to switch
- Fully assembled unit which saves valuable installation time

Vertical float switch now available on select Liberty pumps sump and sewage pumps.

**AVAILABLE
AT TORRICO!**



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Aprilaire®

Aprilaire humidifiers, dehumidifiers, air cleaners and filters!

Feel Good. Inside.™

- Provide total comfort
- Control dust
- Protect your family's health
- Protect your home



#600

Humidifiers



#700

#800



NOW IN STOCK AT TORRACO!

#1210/
#1410



#1850 &
#1850W

Air Cleaners



#1610

Dehumidifiers

- Removes up to 95 pints (11 7/8 gallons) of moisture per day
- Provides dehumidification for homes up to 5,200 square feet
- Comes with a 5-year warranty & Made in USA

LENOX®



Purchase \$200* of Lenox products and receive a FREE sweatshirt!



*Single invoice. While supplies last. 2/1 - 2/29

Check out the TORRACO Winter Heating Specials to SAVE with our Heating Program!

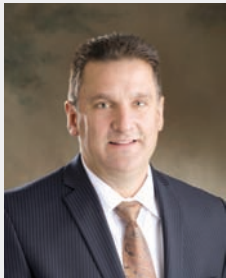


UPCOMING EVENTS

10 - Feb	8am - 4pm	LG Training - SPACE LIMITED!	Waterbury (rsvp to mwright@torrco.com)
23 - Feb	8am - 11am	Navian Training - SPACE LIMITED!	Waterbury (rsvp to mwright@torrco.com)

MARKETING TIPS & RESOURCES TO HELP GROW YOUR BUSINESS

by Don Polletta - Torrco Director of Marketing



Greetings...

2016 is shaping up to be a great year at Torrco, and we are excited to now include Marketing Tips & Resources to help grow your business in each monthly issue of the reSource. Today, we will talk about the value of claiming your business listing in local directories, such as Google My Business, Yellow Book, and Angies List.

Local directories are important for several reasons:

- They routinely appear in search results for local information;
- A local search is often the last stop before a consumer takes action;
- Claiming your business and submitting detailed company information gives you a better chance of showing up at the top of the search when potential customers in need are looking for a service like yours;

- Without extensive search engine optimization, your business stands a greater chance of being found by search engines via a directory than through your website.

Many local business directories exist, so claiming your listing at each one could end up being a time consuming task. Fortunately, a number of services are available that make the job easier, much less time-consuming, and will ensure your business information is consistent across the directory universe. At the end of the day the more directories your business is listed with gives you a better chance of being the business found when a customer in need of help is searching the web for your service.

If you would like a copy of our local directory submission template along with recommended list directory submission services send me an email at DPolletta@torrco.com.

Have more questions?
Give me a call at 203-465-4275.

— Don Polletta



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