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LTE 80D Commercial Electric Water Heater

- Compact design - 60.5" height x 24" diameter
- Designed for light duty commercial applications with intermittent hot water loads.
- The standard voltage is 240V single phase.
- Two 4.5 KW zinc plated copper sheathed elements are standard.
- Thermostat is adjustable through a range of 120° to 181°F with a manual reset high temperature cutoff. The heater is wired for non-simultaneous single phase operation.
- 3-year limited warranty



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* Offer valid 2/15/16 to 5/15/16

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RIDGID
2016
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THROUGH
APRIL 30

SPRING PROMOTION

**Great "BUY ONE,
GET ONE" DEALS**
through April 30!

TAKE ADVANTAGE OF THESE EXCITING PROMOTIONS TODAY!

Purchase any RIDGID products from Torcco that are listed on the RIDGID Spring Promotion flyer. Then complete the redemption form with a copy of your invoice via mail or fax to get your FREE RIDGID PRODUCTS!



Offer good for purchases made between February 1, 2016 and April 30, 2016. All valid redemption forms must be sent to RIDGID by May 31, 2016. Redemption forms received after May 31, 2016 will not be valid. Valid only in U.S. and Canada. Allow 4 to 6 weeks for delivery of your FREE product from RIDGID.



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- #6442 HONEYWELL 10KW **\$2,705/ea.**
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- #6262 HONEYWELL 20KW **\$4,255/ea.**

Offer valid through March 31, 2106 - while supplies last.

UPCOMING EVENTS

15 - Mar	1 - 6pm	Visit the Torrco Booth at CHCC Trade Show	Aqua Turf - Plantsville
23 - Mar	8am - 12pm	Honeywell Generator Training - RSVP required	Waterbury (rsvp to mwright@torrco.com)
23 - Mar	1pm - 4pm	Navien Training - RSVP required	Pittsfield (rsvp to mwright@torrco.com)

5 TIPS FOR WRITING EMAIL MESSAGES THAT GET OPENED

by Don Polletta - Torrco Director of Marketing



No matter how slick your email messages look, if they're devoid of well-written content they will end up in the deleted folder.

So how do you write a great email message? It all comes down to a few best practices that can apply to both the subject line of your message, and the message body itself.

1. Writing an Attention-getting Email Subject Line: Part of writing effective email copy is nailing the subject line of which we can spend a day on this topic alone. The subject line is like the gatekeeper of your email — no one gets to read your email copy if they aren't interested enough to open your email in the first place. And that interest is garnered almost wholly on the subject line of the email. Write a subject line that is clear first, catchy second. In marketing copy, clarity should always be your first aim. If after you've drafted a clear subject line you can also make it catchy, funny, cute, whatever, then go for it; but never sacrifice clarity for the entertainment value.

2. Use Actionable Language: With email subject lines, using actionable language lets the reader know exactly what they can do in the email. For example using words like "take", "download", "reserve", "ask", "buy", etc. gives the reader direction on what they can do in the email.

3. Personalize If Possible: Highly segmented emails have better open rates — 37% better, in fact. That's because the more segmented your email list, the better able you are to personalize the subject line and provide relevant content to that email recipient.

4. Align Your Subject Line Copy and Email Copy: Simply stated - what your email subject line promises, the email message should deliver. Because when readers don't get what they're actually promised in the subject line, click-through rates plummet — and in the long term, so will your email open rates.

5. Writing a Compelling Email Message: Now you've crafted an attention-getting subject line, you have your audience's full attention on the body of your email message. So how do you craft copy that will get them clicking? Here are the important components you need to know.

a. Establish Relevancy: Just like the email subject line should strive to establish relevancy through personalization, so should the copy in the message of the email.

b. Write in the Second Person: Writing in the second person means you orient the copy towards the reader, not yourself. For example: Use the word "You" instead of "we" or "I." This is a subtle tactic that helps you stay value-oriented, but is crucial to hitting the point home.

c. Talk About Benefits, Not Features: You know the value of your email, but does your recipient? Not yet! And it's your job to explain it. The problem is, many emails only explain the feature they are offering, not the benefit. Be sure your email hits the mark on stating the benefit your reader will receive by taking action.

d. Be to the Point: Keeping your message on-point is the key to writing brief email copy. What's the point you're trying to make with your email? If you know the action your email is supposed to drive you'll have a much easier time drafting copy that is focused on that one end goal. Remember that having just one primary call-to-action in your email marketing results in better click-through rates than emails with competing calls-to-action.

e. Use Actionable Language in Your CTA: First and foremost, your email call-to-action (What you want your reader to do?) should be extremely easy to identify. Remember, people scan their emails, and if there's one thing you want your reader to catch, it's your call-to-action.

In the coming months I will talk about each area of the 5 tips covered today into more of a deep dive that will have you become the expert email marketer for whatever product or service your business sells. At the end of the day writing effective emails can have big benefits for increasing the bottom line!