

viega

MEGAPRESS FITTING SYSTEMS *The BEST & ONLY system for water and gas!*



- Helps reduce installation time up to 60%
- Provides safety - no fire watches or burn permits
- Carbon steel press fittings with corrosion-resistant coating
- Makes secure connections in less than seven seconds on sizes 1/2" to 2"
- Reduces cleanup - no oil or metal shavings

Viega PEX Press Tool Promotion



Make the
Switch & Get
FREE
Press
Tools!

PURCHASE \$1,000 WORTH OF
PEX PRESS PRODUCTS AND GET
A FREE 1" TOOL OR STARTER KIT

See your Torrco salesperson for redemption form.

REWARDS

EARN POINTS FOR THE STUFF YOU WANT

viega



ViegaRewards.us

Register online at
www.ViegaRewards.com
and earn points for a wide variety
of the latest electronics, tools,
outdoor gear and more!



TACO Z075P2 2 WAY SENTRY ZONE VALVE

Standard 2-Way Zone Valve 3/4" Sweat

- Enhances the overall performance of any zone valve system.
- Patented technology in the Zone Sentry® utilizes a Microcircuit based logic to control a gear driven electronic actuator which drives a ball valve based body design.
- Available in sweat, threaded and 3-way configurations.



\$94/ea.

New! **AC Smith.**
Innovation has a name.

SIMPLICITY

Introducing the Simplicity Series of concentric venting, non-condensing tankless water heaters- designed to make installations simple and flexible through a new gas convertible combustion system.
(Replaces Rinnai)



\$706/ea.
ATI-110C-N

\$1,065/ea.
ATI-510C-N



OIL PACKAGE SPECIAL



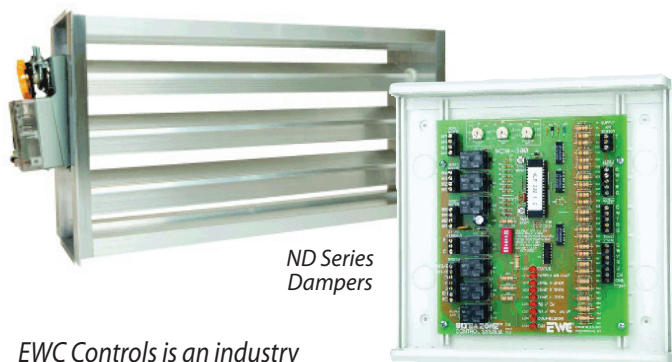
- 275 gal Vertical Oil Tank
- 12 gauge steel
- 44 1/4 x 27 x 60"

Purchase 6 tanks for
\$2,550
THAT'S \$425 EACH!

45678

Now in Stock!

Excellence Without Compromise
EWC[®]
 CONTROLS INC.



ND Series Dampers

NCM 300 Panel

EWC Controls is an industry leader in zoning solutions and designs. Torrco now stocks a variety of EWC Controls panels, parts, accessories and dampers:

PANELS:	PARTS & ACCESSORIES:	DAMPERS:
NCM 300	Freeze Protection	ND-Rectangular
BM Plus 3000	Replacement Motors	URD-Round
BM Plus5000	Supply Sensors	PRD-RD Bypass
	Return Sensors	

For More Info, Contact your Torrco Representative

HAMMOND

Ultra Pure™ Press Valve

UltraPress Brass Ball Valves, lead-free

1/2" UPBA-480B-12LF	\$11.00/ea
3/4" UPBA-480B-34LF	\$17.25/ea
1" UPBA-480B-1LF	\$25.00/ea
1-1/4" UPBA-480B-114LF	\$51.50/ea
1-1/2" UPBA-480B-112LF	\$68.50/ea
2" UPBA-480B-2LF	\$103.00/ea



PURCHASE \$100 OR MORE IN HAMMOND PRODUCTS & AUTOMATICALLY BE ENTERED TO WIN A YETI TUNDRA COOLER!



RIDGID

RPM 340B PRESS TOOL

The Next Generation of Pressing Technology from Rigid!

BENEFITS:

- 30% smaller tool increases maneuverability
- 17% lighter tool reduces operator fatigue
- 31% longer service interval (up to 42,000 cycle) maximizes uptime



#1037575

- More than 400 presses per charge
- Ultimate flexibility with the ability to switch between battery and AC power on the same tool.

*Versus RP 330-B

Webstone

VALVE INNOVATION

1" IPS Isolator IPS Union X Press 30 PSI w/Relief Valve	<i>New to Our Stock!</i>
#84444WPR3 LF	\$125.50/ea
3/4" Press X Flange Isolator Valve w/Rotating Flange	
#81403HV	\$17.00/ea
1" Press X Flange Isolator Valve w/Rotating Flange	
#81404HV	\$20.50/ea



Get your HVAC while it's HOT! Check out Torrco HVAC Specials TODAY!

SAVE THE DATE Torrco Trade Show - Thursday, September 1st at The Aqua Turf Club

Torrington Clearance Center NOW OPEN! 261 Oak Avenue, Torrington, 860.489.4179

ARE YOUR EMAIL SUBJECT KEYWORDS DESTROYING THE EFFECTIVENESS OF YOUR MESSAGE?

by Don Polletta - Torrco Director of Marketing



We all know the importance of a well constructed email message when it comes to selling your products and services. The standard format goes along the lines of presenting a problem, leading up to a solution, announcing your product, and listing its benefits. Then a well crafted call-to-action will hopefully at least get the majority of message recipients to take the next step (making a phone call, filling out a contact form, visiting a web-site)

Even if your email is going out to thousands of recipients, when these words pop up in their inbox it will feel like a customized and privileged offer.

So what are the words that are going to drive people to send your message to the spam folder seconds after receiving the new mail notification? Words that we've come to associate with scams plus letters and symbols that don't 'look pretty' are proven to have negative connotations in email subject headers:

Understandably there seems to be a thin gray line between words that would be deemed positive and ones that incite negativity. "Daily" for example increases focus whereas "today" is considered a negative email subject term.

What we want to do is raise awareness about a particular reason why your email marketing may not be reaching its projected forecast. Sometimes it's not the message you necessarily need to change, but how it is delivered. Now that we have the subject line nailed next month we will cover simple formulas for writing email messages that convert.

- Exclusive
- Alert
- Limited
- Breaking
- Update
- Daily
- Weekly
- Sale

- Free
- Discount
- Trial
- News
- Report
- Learn
- "X" % Off
- "?"

Beyond those details, the actual words you use within the email subject heading can either raise the recipients' interest or drive it away negatively. Making the email short and asking a question are rather self-explanatory, but to convey a sense of urgency and to be specific use these words to drive the point home:

But what if something seemingly inconspicuous as the email subject line was making the decision between 'open' and 'delete' that much easier? This of course can work in either a positive or negative manner. The best practices for concocting an email subject heading are to make it short, ask a question, convey a sense of urgency, and to be specific.