

*American  
Standard*

## 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 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!**



Receive a  
**\$25 AMEX  
Gift Card**

when you purchase two  
American Standard Champion Pro  
or Cadet Pressure Assist Toilets  
in the month of June



# TriangleTube

## The Prestige with Trimax control features:

- Efficiency Rating of 95%
- ASME Certified
- Energy Star Listed
- Natural Gas or Propane
- Fully Modulating
- Graphical Display
- Quiet Operation

## TRIANGLE TUBE JUNE BOILER SPECIALS

PTE110 Natural Gas Prestige Excellence, 30-110MBH #823278 .....	<b>\$3,075/ea.</b>
PTE110LP LP Gas Prestige Excellence, 25-97MBH #823279.....	<b>\$3,400/ea.</b>
PT110 Natural Gas Prestige Solo, 30-110MBH #823263.....	<b>\$2,445/ea.</b>
PT110LP Propane Prestige Solo, 27-97MBH #823265.....	<b>\$2,565/ea.</b>
PT175 Natural Gas Prestige Solo, 50-170MNH #823266 .....	<b>\$3,400/ea.</b>
PT250 Natural Gas Prestige, 65-245MBH #823267.....	<b>\$3,890/ea.</b>
PT399 Natural Gas Prestige, 112-399MBH #823277 .....	<b>\$6,460/ea.</b>



### Chateau Chrome Kitchen Faucet

#94851



**SPECIAL PRICE!**  
**\$88/ea**

### Chateau Chrome Single Handle Lav Faucet

#429549



**SPECIAL PRICE!**  
**\$80.50/ea**

**Purchase \$500 in Moen Products & Receive an Adidas Polo!**



## Liberty Pumps

### Ascent II

Featuring RazorCut Technology  
IST Switch Sensing  
and Clean Connect Seal



#825805

**\$795/ea.**

- Power & quiet with stainless steel blades
- Clean, compact & modular
- Rear exiting discharge & vent connectors
- Serviceable without removing the unit
- Touch pad allows manual by-pass operation



# Swing into Spring

KD **Navien** PROMO

Enter to Win Cool Spring Prizes with Every Navien Purchase at

**TORRCO**

- 1ST PRIZE:** Yankees Tickets
- 2ND PRIZE:** Set of Golf Irons
- 3RD PRIZE:** Fishing Rod & Reel

Valid on Navien purchases April 1 - June 30, 2016 at all Torcco locations.

See Torcco Sales Representative for Details.



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!**



# SANIFLO

Saniflo 040 SaniCondens Condensate

Pump

#821366

**\$43.25**/ea.



- A small pump for condensing boilers, HVAC systems, water heater systems, etc.
- Pumps condensate up to 15 feet in height and/or 150 feet away from a soil stack.

Ox Box Washing Machine Outlet Box w/ Mini-Rester Water Hammer Arresters (Lead Free)

#752913

**\$62.25**/ea.

**Sioux Chief**



Purchase 3 Ox Boxes & Receive a FREE T-Shirt



# TORRSCO TRADE SHOW

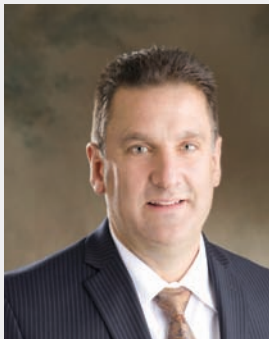
Thursday, September 1st at The Aqua Turf Club

*Early Bird Registration! Register in the month of June and be entered to WIN a FitBit Charge!*

**Visit [www.TorrcoPro.com](http://www.TorrcoPro.com) and REGISTER TODAY!**

## DON'T LET YOUR WEBSITE LAYOUT DRIVE VISITORS AWAY

*by Don Polletta - Torrco Director of Marketing*



This month we want to discuss two important tips when it comes to laying out your website and even drawing people there in the first place. There are a couple things however that can derail that effort – taking the months you’ve spent on marketing and instead driving potential customers away in seconds.

### **Tip #1: The Importance of Your Meta Description**

Your web site meta description is perhaps best described as an Internet introduction. It is the couple of sentences that are listed below your page title (meta title) in Internet search results, for example:

- Meta Title: ABC Heating Oil
- Meta Description: ABC Heating Oil is your full service shop for heating oil products and services including kerosene and propane delivery. We provide 24 hour emergency repair and specialize in new installations as well.

The meta title is pretty self-explanatory but including a positive meta description is where many companies fail to maximize their potential. The meta descriptions also work as search engine optimization tools not to mention being the first thing that potential visitors read when they decide on whether or not to visit your site.

### **Tip #2: Once Visitors Are On Site, What Does Your Web Layout Tell Them?**

The Internet is the world’s largest strip mall and your marketing has gotten people into your store. Your website is just like in a “real life” shopping center where your aisles need to be organized and people can capably find what it is you would like them to buy from you. In a traditional shopping center people might feel themselves out and continue browsing your store even if the layout is a catastrophe, mostly because they are physically invested in being inside your building. On the Internet, a click to a different page takes but a second.

Your website layout is your best online salesperson. It needs to be informative and knowledgeable, but while also keeping things simple. We’ve found the best way to accomplish this is by sticking steadfast to the 5X5 rule. This limits your site to five categories across the top of the page with each having no more than five subsequent subcategories.

### **The Benefits of a 5X5 Layout**

It can be difficult to fathom but a mattress company with 12 different product lines is probably going to sell more than one with 95. Customers like options, but not too many that cloud their judgment and put off a sale. Likewise, your website can be more streamlined by offering 5 efficient categories and subcategories to navigate compared to hundreds. The 5X5 rule creates a website that is uncluttered and has very easy navigational choices that need to be made.

### **Ready to build a website that works?**

Join us Tuesday, June 28th from 5:30pm to 7:00pm for our contractor series workshop titled: **7 Steps For Building A Great Website.**

Register online at [www.TorrcoPro.com](http://www.TorrcoPro.com) or email [JLupinski@torrco.com](mailto:JLupinski@torrco.com) to reserve your seat.