

MIX-AND-MATCH COPY

How to Use

The copy provided here is for you to use in your owned marketing channels, like newsletters, social posts and emails. Simply “copy and paste” any combination of headline and body copy into your message.

THEME 1 – TIME SAVINGS / LABOR PRODUCTIVITY

Headlines:

- 1: Better EC&N. Faster installations. Only from Picoma.**
- 2: Get to the finish line faster with Picoma.**
- 3: Save time. Save money. Save with Picoma.**

Copy:

- A: With time-saving products like SpeedCouple and XL-radius elbows, Picoma’s EC&N are quicker and easier to install, saving you time and money on every job.
- B: With labor hard to come by, it’s critical to use your team’s time efficiently. Picoma’s time-saving products, like SpeedCouple and XL-radius elbows, make installation more efficient than ever.

THEME 2 – MADE IN AMERICA

Headlines:

- 1: Made and melted in America. Only from Picoma.**
- 2: The best products from the best source – America.**
- 3: American. Quality. Picoma.**

Copy:

- A: Count on Picoma’s industry-leading, cleaner, greener manufacturing practices to beat imports every time – with an unmatched level of customer service.
- B: Picoma makes all their EC&N using only domestically sourced steel and American talent. The highest-quality products to support your project and the U.S. economy.

THEME 3 — WINNING THE BID

Headlines:

1: Quality products. Quality installs. Win every time.

2: Get the job. Get it done right. Only with Picoma.

3: Better bids start with Picoma.

Copy:

A: Picoma's high-quality galvanized steel and aluminum EC&N — with features like built-in couplings — result in faster, better work that will withstand the test of time. All Picoma products are proudly made in the U.S. and come with the high level of service you've come to expect from the industry leader.

B: Start your bids off right with Picoma's high-quality EC&N, with time-saving features like built-in couplings that help your team work more efficiently. Plus, all of Picoma's products are made right here in the U.S. by American steelworkers and are backed by best-in-class service you won't find elsewhere.

THEME 4 — BIG APPLICATIONS

Headlines:

1: Big-time efficiency for our biggest projects.

2: Going big? Go with Picoma.

3: Extra-large projects call for extra-large products, only from Picoma.

Copy:

A: Work more efficiently on your largest projects with time-saving products like XL-radius elbows and SpeedCouple, only from Picoma.

B: Make your biggest installations quicker and easier with Picoma's time-saving products, like XL-radius elbows that allow your team to efficiently work around large obstacles.