

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: Save time. Save money. Save on every install with Wheatland.**
- 2: Work smart. Work with Wheatland.**
- 3: Save your crew time – every time – with Wheatland.**
- 4: Less time. Less labor. Done and done.**

Copy:

- A: Wheatland Tube’s full line of time-saving products includes SpeedCouple, SmartSet™ EMT, SmartCompression™ EMT, color conduit and EMT, and 20' EMT – all designed and fabricated to make installs faster and easier than ever.
- B: Wheatland Tube’s time-saving products help your team work faster and smarter without sacrificing quality.
- C: Labor scarcity? Not a problem with Wheatland Tube’s time-saving electrical conduit and EC&N – all designed to help your crew work more efficiently, with fewer hours needed on every job.

THEME 2 – MADE IN AMERICA

Headlines:

- 1: Made better. Made in America.**
- 2: Know better. Know Wheatland.**
- 3: Made by Americans, for America.**

Copy:

- A: Wheatland Tube’s high-quality electrical conduit and EC&N are made domestically, which means they’re more sustainable and more readily available. Plus, Wheatland Tube offers a level of service you won’t find with imports.
- B: Unlike imports, Wheatland Tube conduit is made by American steelworkers and uses domestically sourced steel – ensuring you get the highest-quality products while supporting the U.S. economy.

THEME 3 – WINNING THE BID

Headlines:

1: Win the bid. Win with Wheatland.

2: Bid projects with confidence. Bid with pride. Bid with Wheatland.

3: Better products. Better service. Better bids.

Copy:

A: Wheatland Tube's full line of time-saving electrical conduit and EC&N products is designed to save you time and money on every job. Unlike imports, Wheatland products are made right here in America to the highest quality standards and come with the best service in the industry.

B: Winning the best electrical jobs starts with using the best products. Wheatland Tube offers a full line of high-quality, American-made conduit and EC&N with features designed to save your crew time on every job.

THEME 4 – BIG APPLICATIONS

Headlines:

1: Faster installation on big projects.

2: Working on big applications? Work efficiently with Wheatland.

Copy:

A: Tackle your biggest electrical projects with Wheatland Tube's full line of time-saving products, designed to help you work more efficiently on large applications.

B: Speed up installation on your biggest projects with Wheatland Tube's full line of time-saving products, including SpeedCouple, SmartSet™ EMT, SmartCompression™ EMT, color conduit and EMT, and 20' EMT.