

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 Western.**
- 2: A full line to save you time — only from Western.**
- 3: Save your crew time — every time — with Western.**

Copy:

- A: Western 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: Western Tube’s time-saving products help your team work faster and smarter without sacrificing quality.
- C: Labor scarcity? Western Tube’s time-saving electrical conduit products help crews work efficiently on the biggest projects.

THEME 2—MADE IN AMERICA

Headlines:

- 1: Made better. Made in America.**
- 2: Western makes it here. Western makes it right.**
- 3: Made by Americans, for America.**

Copy:

- A: Install with pride when you choose Western Tube’s conduit and EMT — delivering the highest-quality, domestically made products for all your projects.
- B: Unlike imports, Western 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 Western.

2: Bid projects with confidence. Install with pride. Win with Western.

3: Come out on top—every time—with Western.

Copy:

A: Western Tube's full line of time-saving electrical conduit is designed to save you time and money on every project. Unlike imports, Western 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. Western Tube offers a full line of high-quality, American-made conduit—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 Western.

Copy:

A: Tackle your biggest electrical projects with Western 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 Western Tube's full line of time-saving products, including SpeedCouple, SmartSet™ EMT, SmartCompression™ EMT, color conduit and EMT, and 20' EMT.