

DOUBLE YOUR PROFITS double YOUR PROFITS with Qualatex®

issue: 10

Add Variety & Interest with Balloon Flowers

To keep assembly time to a minimum, gather the materials and read through the instructions before beginning.

Materials (dependent upon design)

Labor: About 2-3 Minutes

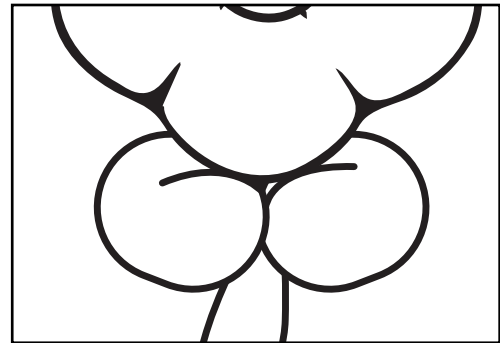
Helium: About 0.6 cu. ft. (.017m³)

Materials: 1 16" (41cm) GEO Blossom® Balloon
2 5" (13cm) Qualatex Round Latex Balloons
1 350Q Emerald Green Latex Balloon and 1 260Q Emerald Green Latex Balloon
OR 1 160Q Emerald Green Latex Balloon
Qualatex BalloonRibbon™
Qualatex Hand Air Inflator **OR** Qualatex Pocket Pump
Weight

Instructions

- 1 Air inflate one 5" balloon and pull its neck through the hole of an uninflated GEO Blossom balloon.
- 2 Air inflate the second 5" balloon to the same size and tie the 5" balloons together through the hole of the GEO Blossom balloon.
- 3 Follow the additional instructions on this page to make a GEO Blossom Balloon Flower or 160Q Balloon Flower Stem.

Capture your customers' attention and cultivate a blooming business with long-lasting Balloon Flowers.

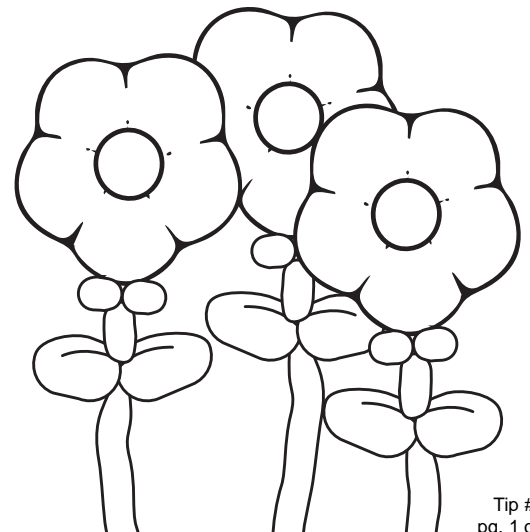


160Q Balloon Flower Stem Instructions

- 1 Fully inflate the GEO Blossom balloon with helium, tie to BalloonRibbon, and attach to weight.
- 2 Fully inflate the 160Q with air and tie.
- 3 Twist the 160Q about 12" (30cm) from the unknotted end. Bend the knotted end of the 160Q toward the twist, then twist the two together to make a loop with a handle.
- 4 Find the center of the loop and push it down toward the original twist. Twist again to create two loops of equal size, or the "leaves."
- 5 Twist the knot of the 160Q stem with the knot of the GEO Blossom balloon to secure.

GEO Blossom Balloon Flower Instructions

- 1 Air inflate a 350Q balloon, leaving about 1/2" (1.3cm) uninflated, and tie.
- 2 Fully inflate the GEO Blossom balloon with helium, and tie to the knot end of the 350Q.
- 3 Make two 2" (5cm) pinch twists on the 350Q, right below the GEO balloon, to create two, equal bubbles. (See Pinch Twist instructions on pg. 2.)
- 4 Air inflate the 260Q, leaving about 1/2" uninflated, and tie the ends together to make a circle.
- 5 Find the center of the circle, push it down toward the knot, and twist them together to create two loops of equal size, or the "leaves."
- 6 Twist the 350Q about 6" (15cm) from the pinch twists.
- 7 Attach the 260Q leaves to the 350Q at the twist, leaving a loop on either side of the "stem."



260Q Balloon Flowers

Materials

Labor: About 1 Minute

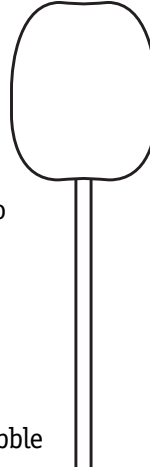
Materials: 1 260Q Latex Balloon
Qualatex Hand Air Inflator

Tulip Instructions:

- 1 Inflate a 260Q balloon to about 2" (5cm) and tie. Hold the uninflated end of the balloon at the base of the bubble with your left hand.
- 2 Push the knot through the middle of the bubble with your right index finger, grasp it through the balloon with your left hand, and carefully remove your finger. Do not allow any air to escape from the bubble.

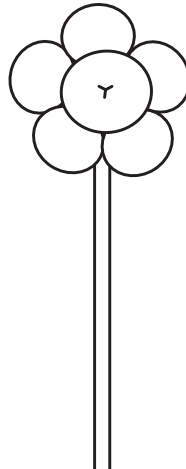
NOTE: Push on the sides of the balloon with your right thumb and middle finger to easily release your index finger.

- 3 While holding the knot with your left hand, twist the bubble three or more times at the base with your right hand, making sure the knot is locked in the twist. Push the knot into the bubble with your left hand as you release it to complete the Tulip.



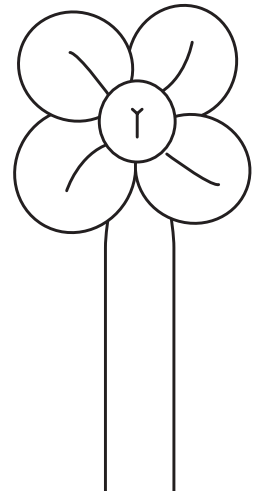
Daisy Instructions

- 1 Inflate a 260Q balloon to about 3" (7.6cm) and tie. Hold the bubble in your left hand with the uninflated end pointing right.
- 2 Make a 1/2" (1.3cm) tulip twist at the knot end of the balloon followed by two 1/2" bubbles.
- 3 Hold the tulip twist and the 1/2" bubbles in your left hand with the uninflated end of the balloon pointing right. Make a chain of five 3/4" (1.9cm) bubbles.
- 4 Lock the first and last 3/4" bubbles together by twisting together at the base to make a five-bubble loop.
- 5 Tuck the tulip twist through the five-bubble loop to make the center of the blossom and complete the Daisy.



Sunflower Instructions

- 1 Inflate a 260Q balloon, leaving about 6" (15cm) uninflated, and tie.
- 2 Hold the balloon in your left hand with the uninflated end pointing left. Make a 1" tulip twist at the knot end of the balloon.
- 3 Hold the tulip twist and the inflated balloon in your left hand with the uninflated end pointing right. Make a 2" loop, and twist the ends of the loop together at the base of the tulip twist.
- 4 Make a second 2" loop opposite the first one. Twist the ends of the loop together at the base of the tulip twist.
- 5 Make a third 2" loop, and twist the ends of the loop together at the base of the tulip twist. Wedge the loop between the two existing loops.
- 6 Make a fourth 2" loop, and twist the ends of the loop together at the base of the tulip twist. Wedge the loop between the first and second loops, opposite the third loop.
- 7 Make a 1" bubble behind the "blossom."
- 8 Squeeze the remaining air in the balloon to the base of the uninflated end to shape the stem and complete the Sunflower. (This leaves a slender section of the balloon between the blossom and the stem, allowing it to sway gracefully.)



Pinch Twist

To make a pinch twist, create a 1" (2.5cm) bubble where you need the pinch twist. To make a 1" bubble, pinch the balloon and twist it several times. Move an inch further and make another twist, making sure to twist in the same direction both times. Loop your index finger under the bubble. Grasp the sides of the bubble with your thumb and third finger, and stretch it up until you can pinch its ends together. Remove your index finger, and twist the pinched bubble at least three times in one direction to secure it.

Tulip Twist

To make a tulip twist, push the knot inside the balloon about 1 1/2" (3.8cm) with your right index finger. Pinch the sides of the balloon and grasp the knot through the balloon with your left thumb and index finger. While holding the knot with your left hand, carefully take your right index finger out of the bubble. Twist the balloon three or more times at the base of the bubble with your right hand. Be sure the knot is tucked into the twist. Slightly push the knot into the base of the bubble as you release it to complete the tulip twist.

Loop Twist

To make a loop, hold the 260Q in your left hand with the uninflated end pointing right. Make a 4" (10cm) bubble at the end of the balloon. Sharply bend the balloon to make a loop, and twist the balloon at the opposite end of the loop so the two halves are equal in length. The size of the loop is measured from the twist at its base to its outer top edge.

Benefits

Offer Fresh Options

Long-lasting Balloon Flowers don't require water, take only a few minutes to create, and provide dramatic color and impact for a small amount of money and effort. Arrange them in vases, plant them in pots, and suggest them as party favors. Your customers will appreciate your fresh approach to floral.

Add Interest

Balloon Flowers are also great *additions* to fresh floral arrangements. Use them to introduce new colors and textures, create uncommon combinations, and expand your design capabilities.

Make More Money

Once your customers see the unique balloon creations you have to offer, your products *and* creativity will be in demand. Take the opportunity to dazzle them with your own special varieties of Balloon Flowers.

Tips

- When using twisting techniques, under inflate non-round balloons, such as 160Q, 260Q, and 350Q balloons, to allow for expansion.
- Use air-filled Balloon Flowers around your shop and in your window displays as decor for spring and summer promotions.
- Make smaller, air-filled GEO Blossom Balloon Flowers using 6" (15cm) GEO Blossom balloons, 260Q balloons, and 160Q balloons.
- Replace the 16" (41cm) GEO Blossom balloon with a 17" (43cm) Heart or 16" "Smile Face" latex balloon to create even more unique Balloon Flowers.
- Add 160Q Balloon Flower Stems to Qualatex Microfoil® flower shape balloons.
- Give customers a 260Q Balloon Flower as a "thank you" after taking their order or ringing up their purchase. They'll be tickled with the gesture and remember your great customer service the next time they need balloons.
- Sell fun Balloon Flowers, with your business card attached, at festivals, concerts, sporting events, and fairs. You'll get great exposure and your balloon creations will serve as walking billboards for your business.
- Refer to *Double Your Profits Tip Sheet Issue 8: Add Fun & Value with GEO Balloon Accents* for instructions on inflating GEO balloons.
- Use SUPER HI-FLOAT™ balloon flight extender to increase the float times of helium-filled latex balloons by up to 10 times.

You Do the Math

Fill in the blanks with your costs for creating a Balloon Flower.

When you sell a Balloon Flower:

_____ YOUR SELLING PRICE (CUSTOMER'S PERCEIVED VALUE)

- _____ YOUR COSTS

_____ Cost of Qualatex Latex Balloons

_____ Cost of Helium

_____ Cost of SUPER HI-FLOAT

_____ Cost of Supplies

_____ Cost of Labor

_____ Other Costs

= _____ YOUR PROFIT

Contact your Qualatex distributor:

Do you have a latex balloon merchandising idea you'd like to share? Send your ideas to Pioneer Balloon Company, c/o Double Your Profits Tips, 5000 E. 29th St. North, Wichita, KS, USA, 67220. You may also e-mail your ideas to contactus@qualatex.com.

Visit our website at www.Qualatex.com.

SUPER HI-FLOAT is a trademark of the Hi-Float Co., Inc., Louisville, KY.



THE
Very Best
BALLOONS