

DOUBLE YOUR PROFITS double YOUR PROFITS with Qualatex®

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Add Value with SUPER HI-FLOAT™

Just a few seconds of time and a few pennies can increase the float time of latex balloons by as much as 10 times with SUPER HI-FLOAT balloon flight extender.

Benefits:

Increase Display Time

An untreated Qualatex 11" latex balloon filled with helium will float for up to 24 hours, depending on atmospheric conditions. That same balloon, treated with SUPER HI-FLOAT, will float for up to 10 days.

Increase Value

For just pennies a balloon, you can provide your customers with balloons that float longer and give them more for their money. That's value a customer can see!

Increase Customer Satisfaction

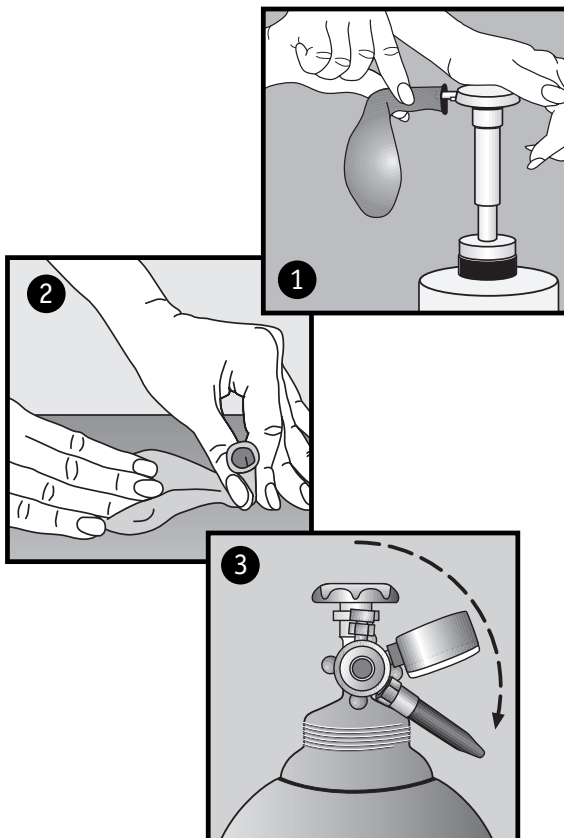
You'll find that customers will come back to your store simply because your balloons float longer. People will talk about your "special" balloons, promoting your store as THE place to go for balloons.

All of these factors equal increased balloon sales!

Flying Times

Qualatex® Round Latex Balloon	Average Flying Time Untreated*	Average Flying Time Treated with SUPER HI-FLOAT*
11"	16-24 hrs.	4-10 days
16"	30+ hrs.	14-20 days
24"	3-4 days	20-40 days

*NOTE: Untreated flying times provided by Qualatex. Treated flying times provided by the HI-FLOAT Co. All flying times are approximates. Actual flying times will vary depending on temperature and atmospheric conditions.



Basic Instructions:

- 1 Thread the balloon onto the pump nozzle, making sure to pull it all the way on so the SUPER HI-FLOAT is dispensed deep into the base of the balloon. Color-coded clips make it easy to dispense just the right amount for each balloon size. Push down on the pump as far as it will go. Remove the balloon.
- 2 Hold the balloon neck up to prevent dripping, and gently distribute the SUPER HI-FLOAT evenly inside of the balloon, making sure to keep the neck dry.
- 3 Rotate your helium nozzle downward. This will reduce splatter and help keep the liquid out of the balloon neck. Inflate the balloon as usual and hand tie.
- 4 Allow the balloon to dry for a couple of hours at room temperature.

Extra tips:

- To maximize flying times with SUPER HI-FLOAT: use balloons 11" in size or larger and fully inflate all balloons - these steps ensure your balloons have the maximum amount of helium. Also, ensure balloons are completely dry - helium is not sealed inside the balloon until the SUPER HI-FLOAT is dry.
- Be sure to keep the HI-FLOAT pump nozzle covered so the liquid doesn't dry up and plug the pump. If you lose the nozzle cap, use a 5-inch balloon. Just slip the balloon over the nozzle and clip it with a clothes pin or secure it with a rubber band to keep air out.
- HI-FLOAT increases flying times by 5 times, SUPER HI-FLOAT increases it 10 times. As a rule of thumb, use SUPER HI-FLOAT for coating the insides of your balloons. For coating the outside to prevent oxidation or to glue things to the balloon, use regular HI-FLOAT.
- SUPER HI-FLOAT can also be used for Qualatex specialty latex balloons like GEO Blossom® and GEO Donut® balloons, Hearts, and SuperAgate® balloons. To dispense SUPER HI-FLOAT into GEO balloons, pump half into each side of the balloon for easier coating.
- Experimentation with SUPER HI-FLOAT is the best way for you to discover its potential.

You Do the Math

Fill in the blanks with your costs for creating a helium-filled bouquet and a String-of-Pearl Arch both treated with SUPER HI-FLOAT, and figure up your profit.

1 When you sell a helium-filled bouquet of Qualatex balloons treated with SUPER HI-FLOAT:

_____ **YOUR SELLING PRICE (CUSTOMER'S PERCEIVED VALUE)**

- _____ **YOUR COSTS:**

_____ Cost of 12 11" Qualatex Latex Balloons
_____ Cost of 72 ft. Ribbon
_____ Cost of 6.0 cu. ft. Helium
_____ Cost of SUPER HI-FLOAT
_____ Cost of 5-10 Minutes' Labor
_____ Other Costs

= _____ **YOUR PROFIT**

2 When you sell a String-of-Pearl Arch treated with SUPER HI-FLOAT:

_____ **YOUR SELLING PRICE (CUSTOMER'S PERCEIVED VALUE)**

- _____ **YOUR COSTS:**

_____ Cost of 20 11" Qualatex Printed Latex
_____ Cost of 24' 50-lb. Monofilament Line
_____ Cost of 10 cu. ft. Helium
_____ Cost of SUPER HI-FLOAT
_____ Cost of 15-45 Minutes' Labor
_____ Other Costs

= _____ **YOUR PROFIT**

Basic instructions and illustrations taken from "The HI-FLOAT Book," available from the HI-FLOAT Co. To request a book, for questions, or for more tips on using HI-FLOAT products, write to the HI-FLOAT Co. at 13025 Middletown Industrial Blvd., Louisville, KY 40223; or call 1-800-57-FLOAT or 502-244-0984.

SUPER HI-FLOAT and HI-FLOAT are available from Qualatex balloon distributors. For the name of a distributor, call Pioneer® Balloon Company at 1-800-803-5380 or 316-685-2266.

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

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**THE
Very Best
BALLOONS**