

# DOUBLE YOUR PROFITS double YOUR PROFITS with Qualatex®

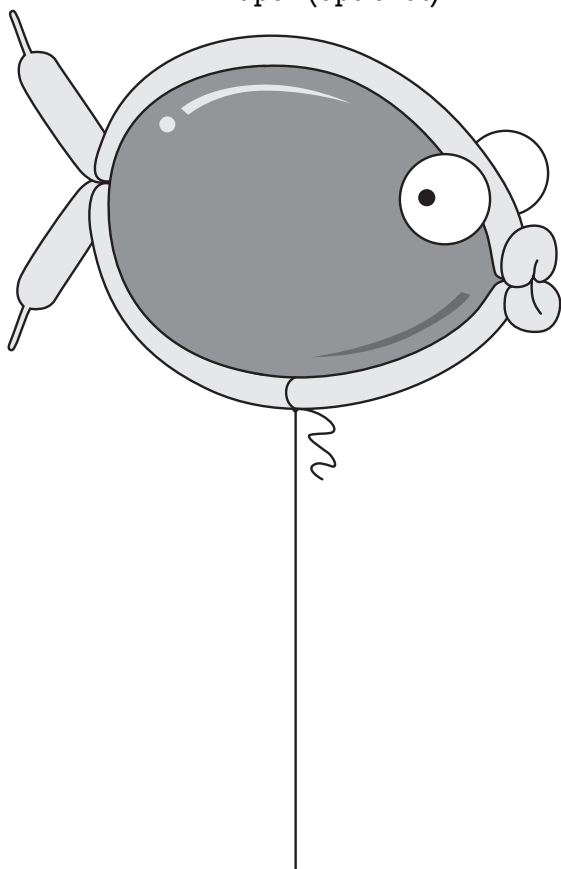
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## Add Value with Balloon Fish

Fabulous floating Balloon Fish are great for adding value and impact to bouquets and deliveries. Display them and watch them walk out of your store!

### Materials needed for Balloon Fish:

<b>Labor:</b>	About 5-10 Minutes
<b>Helium:</b>	About 1.5 cu. ft.
<b>Materials:</b>	1 16" Qualatex® Latex Balloon
	2 260Q Qualatex Latex Balloons
	2 5" Qualatex Latex Balloons
	Qualatex Hand Air Inflator
	6 ft. Ribbon
	Qualatex ProSizer™ Templates (16" and 5" sizes)
	Cool Glue
	Scissors
	Anchor
	Permanent Marker or Contact Paper (optional)



- 1 Air inflate one of the 260Q balloons with the hand air inflator, leaving about 2" uninflated, and tie.
- 2 Repeat with the second 260Q, and tie to the knot of the first 260Q.
- 3 To make the mouth of the fish, lay the 260Qs side-by-side on a work surface. Starting at the knot where the 260Qs are connected, measure about 5" back. At the 5" mark, twist the balloons together. Push the knot of the two 260Qs into the twist and twist again to form lips.
- 4 Helium inflate the 16" balloon and tie. Pull the knot of the 16" balloon through the two 260Q lips. Attach ribbon around the bottom 260Q.
- 5 To make the eyes, air inflate the two 5" balloons to about 4" and tie both balloon necks together.
- 6 Wrap the 260Qs around the 16" balloon. Tuck in the eyes as you wrap the 260Qs. Secure the 260Qs by tacking with a small amount of cool glue to the top and bottom of the 16".
- 7 To make the tail fins and to secure the 260Qs to the 16", twist the 260Qs together several times as close to the 16" as possible.
- 8 If desired, make pupils for the eyes with a marker or contact paper.

## Benefits:

### Increase Your Sales

With every Balloon Fish that leaves your store, whether as a single gift item or part of a bouquet, you advertise your business and draw customers. Display Balloon Fish as cash-and-carry items, and customers won't be able to resist them!

### Increase Your Value

Unique balloons are an opportunity for you to offer your customers special gifts and memorable events. Balloon Fish really leave a big impression and make people say, "Wow! I've never seen that before!"

### Increase Customer Satisfaction

With the creativity and added value that Balloon Fish offer, you'll ensure your customers are happy!

### Tips:

- For the body, use Qualatex 16" Spray Decorated balloons in Assorted Sprays designs to add texture, interest, and fun.
- Balloon Fish capture attention by themselves or grouped with other latex and Microfoil® balloons.
- Maximize float time, value, and customer satisfaction by treating the 16" latex with SUPER HI-FLOAT™.
- Include a care card with every Balloon Fish that leaves your store to bring customers back for more.
- Include other Qualatex specialty latex balloons in your bouquets to make them stand out, including GEO Donut® and GEO Blossom® balloons, Spray Decorated, double-stuffed, gumballs, and Diamond Clear balloons filled with confetti.

## You Do the Math

Fill in the blanks with your costs for creating a single Balloon Fish, then a bouquet that includes two Fish, and figure up your profit.

1 When you sell a single Balloon Fish:

\_\_\_\_\_ **YOUR SELLING PRICE (CUSTOMER'S PERCEIVED VALUE)**

- \_\_\_\_\_ **YOUR COSTS:**

\_\_\_\_\_ Cost of Qualatex Latex Balloons  
\_\_\_\_\_ Cost of 6 ft. Ribbon  
\_\_\_\_\_ Cost of 1.5 cu. ft. Helium  
\_\_\_\_\_ Cost of SUPER HI-FLOAT  
\_\_\_\_\_ Cost of 5-10 Minutes' Labor  
\_\_\_\_\_ Other Costs

= \_\_\_\_\_ **YOUR PROFIT**

2 When you sell a bouquet of 2 Balloon Fish and 5 solid latex:

\_\_\_\_\_ **YOUR SELLING PRICE (CUSTOMER'S PERCEIVED VALUE)**

- \_\_\_\_\_ **YOUR COSTS:**

\_\_\_\_\_ Cost of Qualatex Latex Balloons  
\_\_\_\_\_ Cost of 42 ft. Ribbon  
\_\_\_\_\_ Cost of 10 cu. ft. Helium  
\_\_\_\_\_ Cost of SUPER HI-FLOAT  
\_\_\_\_\_ Cost of 10-15 Minutes' 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](mailto:contactus@qualatex.com).

Visit our Website at [www.Qualatex.com](http://www.Qualatex.com)

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**THE**  
**Very Best**  
**BALLOONS**