

DOUBLE **YOUR** profits double **OUR** PROFITS with Qualatex®

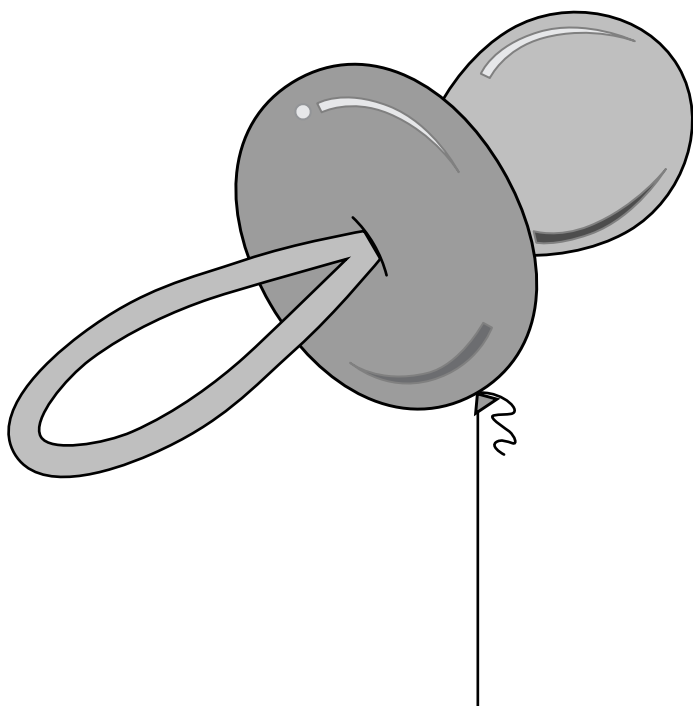
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Add Value with Balloon Pacifiers

Dramatic, larger-than-life Balloon Pacifiers add a creative touch and extra value to baby announcement arrangements, shower decor, and congratulatory bouquets. Add them to your *sales* line and watch your *bottom* line grow!

Materials needed for Balloon Pacifier:

Labor:	About 2-3 minutes
Helium:	About 2.2 cu. ft.
Materials:	1 16" Qualatex® Round Latex Balloon 1 16" GEO Donut® or GEO Blossom® Latex Balloon 1 350Q Qualatex Latex Balloon Qualatex Hand Air Inflator Qualatex BalloonRibbon™



- 1 Air inflate the 350Q balloon, leaving 1" uninflated. Bring the ends together, and tie.
- 2 Helium inflate the 16" Round balloon. Pull the 16" neck through the hole of the uninflated GEO® balloon. Tie the neck of the 16" balloon to the knot in the 350Q balloon.
- 3 Helium inflate the GEO balloon and knot. Attach the Qualatex BalloonRibbon to the knot of the GEO balloon.

Benefits:

It's So Easy & Fast!

Beginners *and* balloon professionals can make Balloon Pacifiers!

Increase Value & Variety

Offer your customers unique gifts and memorable events with adorable Balloon Pacifiers. People like to send items that are special and one-of-a-kind, and this giant Balloon Pacifier makes a big impression!

Increase Display Time

Both 16" and GEO Donut latex balloons have long float times, which makes the Balloon Pacifier a perfect display piece. And in only a few minutes, you can create an engaging, long-lasting design that will bring customers back to you again and again for *your* creative touch.

Increase Sales

After customers see your Balloon Pacifiers, they'll remember you for other unique requests. You'll set yourself apart from the competition and have a great opportunity to plug your business when people ask, "Where did that come from?" All of this leads to more business and better profits for you!

Tips

- Always inflate the 350Q balloon first. You can set it down to inflate the helium balloons, then easily assemble the Balloon Pacifier.
- Balloon Pacifiers allow you to mix and match your Round, 350Q, and GEO® balloon colors for personalized shower or baby colors.
- Add dimension to your Pacifiers when you double stuff a printed 11" latex inside a 16" Diamond Clear.
- Include one or two Balloon Pacifiers in a bouquet attached to a box of disposable diapers with a card that reads, "Congratulations! Nothing can dampen your spirits now!"
- Use SUPER HI-FLOAT™ balloon flight extender to treat the 16" and GEO balloons. Your balloons will last longer, which will ensure happy customers.
- Balloon Pacifiers are quick and profitable. By spending a few extra minutes and adding just one Pacifier to a bouquet, you can increase the value by as much as US\$8.
- To fly the Balloon Pacifier at an angle, tie the ribbon to the knot of the GEO balloon. To fly it vertically, attach it to the bottom of the 350Q loop.

You Do the Math

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

1 When you sell a single Balloon Pacifier:

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

- _____ **YOUR COSTS**

_____ Cost of Qualatex® Latex Balloons
_____ Cost of 6 ft. Qualatex BalloonRibbon™
_____ Cost of 2.2 cu. ft. Helium
_____ Cost of SUPER HI-FLOAT
_____ Cost of 2-3 Minutes' Labor
_____ Other Costs

= _____ **YOUR PROFIT**

2 When you sell a bouquet of two Balloon Pacifiers and five 11" Round latex:

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

- _____ **YOUR COSTS:**

_____ Cost of Qualatex Latex Balloons
_____ Cost of 42 ft. Qualatex BalloonRibbon
_____ Cost of 6.9 cu. ft. Helium
_____ Cost of SUPER HI-FLOAT
_____ Cost of 8-10 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.

Visit our website at www.Qualatex.com.

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**THE
Very Best
BALLOONS**