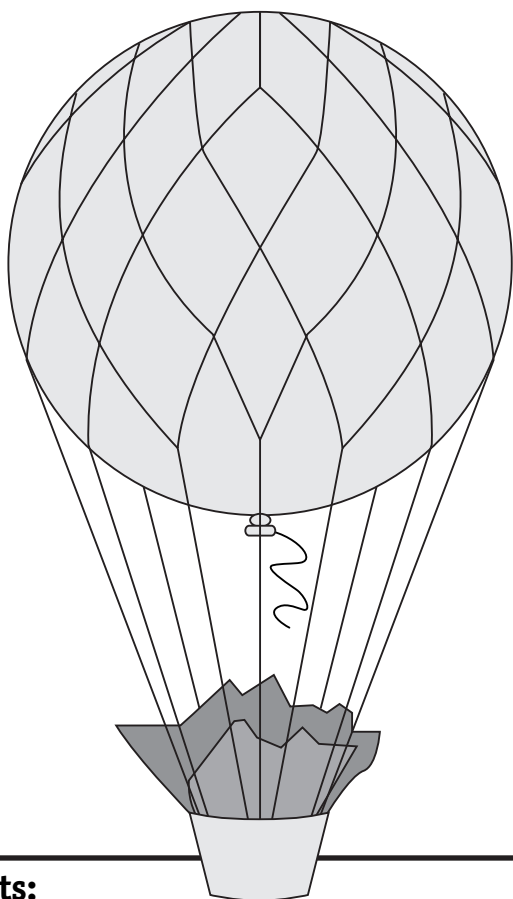


DOUBLE YOUR PROFITS double OUR PROFITS with Qualatex®

issue: **5**

Create Impact with Hot-Air Balloons

The sheer size and impact of dynamic Hot-Air Balloons will send your sales soaring! Suggest them for birthdays, sentiments of love, baby gifts, seasonal deliveries, and “thank-you” gifts for commercial accounts.



Materials needed for Hot-Air Balloon:

Labor:	About 10-15 minutes
Helium:	About 15 cu. ft.
Materials:	1 3' Qualatex® Round Latex Balloon
	1 3' Balloon Net - White
	Qualatex® BalloonRibbon™
	Basket
	Weight

- 1 Fully inflate the 3' balloon with helium.
- 2 Tie the balloon to a weighted Qualatex BalloonRibbon and drop the weight in the basket.
- 3 Cover the balloon with the net, adjusting the net strings until they are even. Tie the net strings to the basket rim and cut off the excess.
- 4 Remove the weighted ribbon, add a gift or weight to the basket, and decorate the net and anchor points with ribbon as desired.

Benefits:

Increase Value

When helium-filled, Hot-Air Balloons will last three to five days. When air-filled and hung from the ceiling, Hot-Air Balloons will display for almost a month! Now that's value and performance your customers will appreciate!

Increase Sales

Hot-Air Balloons are a great way to sell other gift merchandise that can be added to the basket. Display one at all times, surrounded by some of your gourmet products, plush, and novelties, to suggest creative weight options.

Increase Customer Satisfaction

Hot-Air Balloons will set your store apart from your competition. Customers will be thrilled to take care of their shopping with one easy, all-inclusive gift that contains a giant balloon plus their choice of an occasion-appropriate anchor!

Tips

- Attach the Qualatex® BalloonRibbon™ to the 3' balloon low enough to allow you to easily throw the net over the balloon.
- To save time, tie three 6" pieces of BalloonRibbon on the basket rim to create evenly-spaced anchor points. After placing the net over the balloon, gather the net strings in three groups and secure them to the anchor points on the basket.
- Treat the 3' balloon with SUPER HI-FLOAT™ balloon flight extender. The Hot-Air Balloon will last longer and your customers will be happier with the added value.
- Increase the impact of your Hot-Air Balloons by making them Gumballs. Stuff six to nine 11" latex balloons inside a 3' Diamond Clear balloon.
- Substitute a 3' Globe balloon for the solid-color 3' balloon. You'll create a Hot-Air Balloon that's out of this world!
- Suggest delivering a Hot-Air Balloon with a pair of airline tickets for the romantic who wants to "fly away" with their loved one.
- Use a Hot-Air Balloon as a collection basket for contests, mailing lists, or coupon marketing.

You Do the Math

Fill in the blanks with your costs for creating a Hot-Air Balloon.

When you sell a Hot-Air Balloon:

$$\begin{aligned} & \text{_____ YOUR SELLING PRICE (CUSTOMER'S PERCEIVED VALUE)} \\ - & \text{_____ YOUR COSTS} \\ & \quad \text{_____ Cost of 3' Qualatex® Latex Balloon} \\ & \quad \text{_____ Cost of Balloon Net & Basket} \\ & \quad \text{_____ Cost of 3 ft. Qualatex BalloonRibbon} \\ & \quad \text{_____ Cost of 15 cu. ft. Helium} \\ & \quad \text{_____ Cost of SUPER HI-FLOAT} \\ & \quad \text{_____ Cost of 10-15 Minutes' Labor} \\ & \quad \text{_____ Other Costs} \\ = & \text{_____ YOUR PROFIT} \end{aligned}$$

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.

Contact your Qualatex distributor:



THE
Very Best
BALLOONS