

# DOUBLE YOUR PROFITS double YOUR PROFITS

with Qualatex®

issue: **6**

## Show & Sell

### Air-filled Balloon Garland

Expand your design capabilities and increase your earning potential with Air-filled Balloon Garland. This major building block of Classic Balloon Decor offers limitless design and profit possibilities year-round!

#### Materials needed for a 20' (6m) Balloon Garland:

**Labor:** About 20-30 Minutes  
**Materials:** 120\* 11" (28cm) Qualatex®  
Round Latex Balloons  
Qualatex ProSizer™  
Template (10"/25cm size)  
Scissors  
50 lb. Test Monofilament  
(Fishing) Line  
2 Stationary Objects  
2 Anchors

#### Instructions:

- 1 Cut a piece of monofilament line and secure both ends to stationary objects, such as doorknobs or chairs, leaving a minimum of 1'-2' (31-61cm) of extra line at each end. Make sure the line is tight.
- 2 Air inflate two 11" balloons to 10" and tie them together. This is a "duplet." (NOTE: Using the Qualatex ProSizer template will ensure all balloons are inflated uniformly, creating professional-looking decor.)
- 3 Make a second duplet. Twist two balloons together, one from each duplet, to create a four-balloon "cluster."
- 4 Repeat steps 2 and 3 until desired number of clusters are complete.
- 5 To attach a cluster to the balloon line, separate two of the balloons in the cluster and push the cluster onto the line. To secure, twist together the two balloons that were separated.
- 6 Attach a second cluster to the line as in step 5. Rotate it 45 degrees so it is nested into the first cluster. Before securing, push its center firmly against the first cluster's center. Twist together the two balloons that were separated.
- 7 Continue steps 5 and 6 until all clusters are secured to the line.
- 8 Remove the line from the stationary objects and wrap the line around a couple of the balloons to secure it to the end cluster. Tie the excess line to anchor points, as desired.

*\*Balloon quantity may vary as much as 20% depending on how tightly the balloon clusters are packed.*

## Benefits:

### Expand Your Design Capabilities

Once you master Air-filled Balloon Garland, you can use it to create other Classic Balloon Decor, such as:

- Columns — Built on aluminum rod with a base plate, or tethered to a weight and topped with a helium-filled balloon to keep them upright, Columns are great for entrances, corners of a dance floor, or any space that needs a touch of color.
- Swags — Draped from ceilings or pillars down into the room, Swags give decor a sense of motion and energy.
- Arches — Built on an aluminum frame, Garland easily becomes a long-lasting focal point for entrances, buffet tables, or photo backdrops.

With all of these options, the simplicity and flexibility of Balloon Garland allows you to easily transform *any* space for *any* event.

### Maximize Your Efficiency

Balloon Garland can be produced very efficiently because:

- 1) Work stations can be set up so workers repeat simple, basic tasks;
- 2) There are relatively few steps in creating Garland;
- 3) There are relatively few components in Garland.

### Master the Possibilities

With the many Qualatex® latex colors and finishes, including TopPrint™ and Message-A-Round™ balloons, the design variations for Garland are endless!

### Enhance Your Image & Your Sales

Display photos of Columns, Swags, and other Classic Balloon Decor in your portfolio and actual samples in your store. You'll build credibility while customers line up to purchase your professional, customized decor!

## Tips

- Refer to the Resource Manual, available in Qualatex Balloon Network<sup>SM</sup> Membership Kit #1, for calculating the approximate number of balloons needed for different lengths of Garland.
- Create a more round Garland and use more colors by adding a fifth balloon into your clusters. Inflate the fifth balloon, then tie its neck to the neck of one of the balloons in the four-balloon cluster.
- Underinflate air-filled balloons to allow more flexibility when wrapping clusters and to ensure that your Garland will be sturdy.
- Use balloon sizes from 5" (13cm) (for smaller Garland) on up (for larger Garland) depending on the desired effect.
- Save the "middle" out of a 16" (41cm) Qualatex ProSizer™ Template and poke a small hole in the center. String the "middle" onto the monofilament line when building Garland to push each cluster closer to the one before it, ensuring tighter, sturdier, and more professional-looking decor.
- Pack Garland tightly to hide balloon shrinkage. Over time, loosely-packed Garland will show gaps between the balloons.
- Add twinkle lights, tinsel garland, tulle, flowers, and other finishing touches to Garland to match the event or occasion.
- Keep all four balloons in the first two or three clusters in even layers to enable you to pack the Garland properly. If the beginning clusters are off-center, you will have trouble packing the remaining clusters to create a uniform Garland.
- Avoid sliding the clusters along the monofilament line. The friction can create small holes in the balloons, causing them to leak. If you must move the clusters, do so slowly and carefully.
- Ensure all balloons in a Garland are the same size by using a sizing template. Pull each inflated balloon through the template, making sure the balloon barely touches the sides of the template. You should not have to force the balloon through the template. With accurate and consistent sizing, you'll produce professional Garland every time!

## You Do the Math

Fill in the blanks with your costs for creating a 20' (6m) Air-filled Balloon Garland.

### When you sell a 20' Balloon Garland:

$$\begin{aligned} & \text{_____ YOUR SELLING PRICE} \\ & \text{(CUSTOMER'S PERCEIVED VALUE)} \\ - & \text{_____ YOUR COSTS} \\ & \text{_____ Cost of 120 11" Qualatex Latex Balloons} \\ & \text{_____ Cost of Supplies} \\ & \text{_____ Cost of 20-30 Minutes' Labor} \\ & \text{_____ Other Costs} \\ = & \text{_____ YOUR PROFIT} \end{aligned}$$

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).

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**Very Best**  
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