

# DOUBLE YOUR PROFITS double YOUR PROFITS with Qualatex®

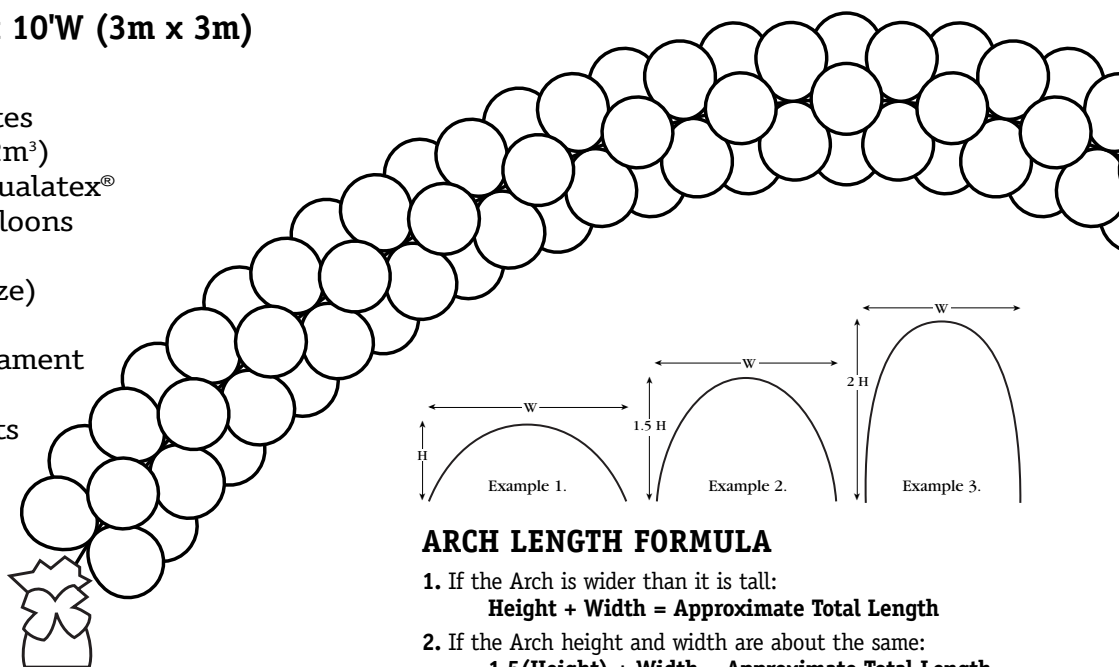
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## Show & Sell Helium-filled Arches

Helium-filled Balloon Arches, a popular element of Classic Balloon Decor, allow you to fill large spaces in a dramatic fashion. No other form of decorating delivers such tremendous visual impact with a relatively small investment. Develop unique, theme-driven Helium-filled Arches for your clients and watch your sales soar to new heights!

### Materials needed for a 10'H x 10'W (3m x 3m) Helium-filled Arch:

- Labor:** About 30-40 Minutes  
**Helium:** About 70 cu. ft. (2m<sup>3</sup>)  
**Materials:** 140\* 11" (28cm) Qualatex®  
 Round Latex Balloons  
 Qualatex ProSizer™  
 Template (11" size)  
 Scissors  
 50 lb. Test Monofilament  
 (Fishing) Line  
 2 Stationary Objects  
 2 Anchors



### ARCH LENGTH FORMULA

1. If the Arch is wider than it is tall:  
 $\text{Height} + \text{Width} = \text{Approximate Total Length}$
2. If the Arch height and width are about the same:  
 $1.5(\text{Height}) + \text{Width} = \text{Approximate Total Length}$
3. If the Arch is taller than it is wide:  
 $2(\text{Height}) + \text{Width} = \text{Approximate Total Length}$

### 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 taut and secure.
2. Fully inflate two 11" balloons with helium 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. 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.
5. Attach a second cluster to the line as in step 4. 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.
6. Continue steps 2 through 5 until all clusters are secured to the line. (Note: As more clusters are added, the Arch will begin to lift.)
7. 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, creating a floating Arch.

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

## Benefits:

### Make a BIG Impression

Out of all balloon decor, Helium-filled Arches have the biggest impact. Towering above a finish line or entryway, filling the massive spaces of a mall or convention center, Arches create a magical, colorful atmosphere of celebration that guests (and your clients) will remember.

### Maximize Your Efficiency

Arches made from four-balloon cluster 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.

### Enhance Your Image & Your Sales

Display photos of Helium-filled Arches in your portfolio, along with issues of *Balloon Images* magazine to show your customers what you can do. Suggesting a variety of balloon color and design combinations will fuel their imaginations and bring them back to you for their next event.

## Tips

- To maximize the flying time of your Arch, make sure you fully inflate each balloon.
- Make sure your anchors will be strong enough to hold your Arch in place.
- Create a more round Arch 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.
- Helium-filled Arches can be made from balloons as small as 11" (28cm) and as big as 3' (1m). Heavier monofilament line or nylon cord is required for larger balloons and for different locations, including outdoor events where wind is a factor.
- 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 Arches to push each cluster closer to the one before it, ensuring tighter, sturdier, and more professional-looking decor.
- Pack Arches tightly to hide balloon shrinkage. Over time, loosely-packed Arches will show gaps between the balloons.
- Include a giant 3' latex or 36" (1m) Microfoil Heart at the highest point of an Arch to add value, interest, and impact.
- 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 Arch.
- 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.
- Use Super Hi-Float™ balloon flight extender to increase the float time of helium-filled balloons by up to 10 times.

## You Do the Math

Fill in the blanks with your costs for creating a 10'H x 10'W (3m x 3m) Helium-filled Arch.

**When you sell a 10'H x 10'W Arch:**

$$\begin{array}{r} \text{_____ YOUR SELLING PRICE} \\ \text{(CUSTOMER'S PERCEIVED VALUE)} \\ \\ - \text{_____ YOUR COSTS} \\ \\ \text{_____ Cost of 140 11" Qualatex® Latex Balloons} \\ \text{_____ Cost of Supplies} \\ \text{_____ Cost of 70 cu. ft. Helium} \\ \text{_____ Cost of 30-40 Minutes' Labor} \\ \text{_____ Other Costs} \\ \\ = \text{_____ YOUR PROFIT} \end{array}$$

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**