

DOUBLE YOUR PROFITS

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with Qualatex®

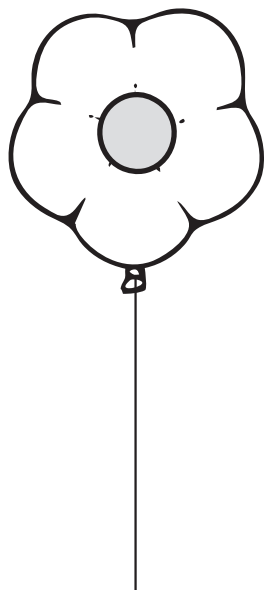
issue: **8**

Add Fun & Value with GEO® Balloon Accents

Make silly faces, flowers, and more with versatile Qualatex GEO Donut® and GEO Blossom® balloons. With a few extra balloons and a little extra time, you can offer unique, lively creations that will add value to your bouquets and make a lasting impression on your customers!

Materials (dependent upon design):

- Labor:** 1-5 Minutes
Helium: About 0.7 cu. ft. (0.02m³)
Materials: 1 16" (41cm) GEO Blossom or GEO Donut Latex Balloon
 2 5" (13cm) Qualatex Round Latex Balloons **or**
 1 260Q Latex Balloon
 Qualatex BalloonRibbon™
 Qualatex Hand Air Inflator
 Qualatex ProSizer™ Template (16" size)



GEO Balloon Flower with Center

- 1 Air inflate one 5" balloon and pull its neck through the hole in an uninflated GEO Blossom balloon.
- 2 Air inflate the second 5" balloon to the same size and tie the 5" balloons together.
- 3 Helium inflate the GEO Blossom balloon and attach to ribbon.

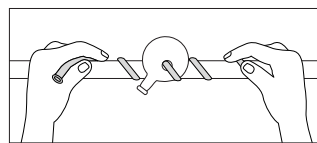


GEO Balloon with Orbit

- 1 Air inflate a 260Q and tie its ends together through the center of an uninflated contrasting GEO Donut balloon so the knot is hidden.
- 2 Helium inflate the GEO Donut balloon and attach to ribbon.

GEO Balloon with Squiggle

- 1 Fully inflate a 260Q balloon with air, and let out the air. This stretches the balloon.
- 2 Thread the uninflated 260Q balloon through the hole in the uninflated GEO Donut balloon. Wrap the 260Q snugly around a cylindrical object like a broom handle, air inflator, or your arm, stretching it a little as you go and making sure not to wrinkle or twist the balloon.



- 3 Ignoring the GEO Donut balloon and holding the 260Q firmly around the cylinder, air inflate the 260Q. As it inflates, the 260Q should curl around the cylinder.
- 4 Helium inflate the GEO Donut balloon and attach to ribbon.

Benefits:

Add Value and Profit

GEO Accents give bouquets a whimsical, unique appearance. These long-lasting balloons allow you to increase the profit of a design while marginally increasing your costs.

Add Interest

GEO balloons fill space, add color, and deliver lots of impact. Using GEO Balloon Accents allows you to market your products to a wider audience by offering unusual ideas.

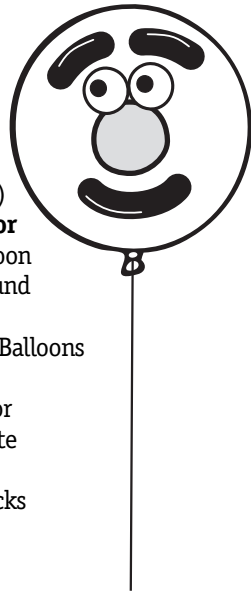
Make an Impression

GEO Accents get attention and create a lasting impression. And, GEO Accents add "smile appeal" to bouquets, brightening them to make them stand out in a crowd.

GEO Balloon Faces

Materials

- Labor:** 10-15 Minutes
Helium: About 0.7 cu. ft. (0.02m³)
Materials: 1 16" (41cm) GEO Donut or GEO Blossom Latex Balloon
 4 5" (13cm) Qualatex Round Latex Balloons
 3-4 160Q Qualatex Latex Balloons
 Qualatex Balloon Ribbon
 Qualatex Hand Air Inflator
 Qualatex ProSizer Template (5" and 16" sizes)
 Cool-glu Gun & Glue Sticks
 Permanent Marker or Contact Paper



- 1 To make a "nose," air inflate two 5" balloons to same size and tie together through the hole of an uninflated GEO Donut or GEO Blossom balloon.

NOTE: One 160Q balloon can also be used for the nose. Insert the inflated 160Q into the hole of the GEO balloon before inflating the GEO balloon.

- 2 Helium inflate the GEO balloon, tie to ribbon, and anchor.
- 3 To make the "eyes," air inflate two 5" balloons, tie, and trim off the excess neck. Cool glue to the GEO balloon. Accent eyes with a permanent marker or contact paper to make "pupils."
- 4 Under inflate three 160Q balloons and tie. While trapping the air in the inflated section, cut off the excess, then tie a knot. Cool glue one above each eye to create "eyebrows" and one below the nose for a "mouth."
- 5 Use your imagination to create custom features for unique faces.

NOTE: As you add features, test for float time. GEO balloons should have a face on **one side only** in order to float properly.

Tips

- Increase the size of a GEO balloon by fully inflating it with air, then deflating it to stretch it so it can be inflated even larger the second time.
- Use SUPER HI-FLOAT™ balloon flight extender to increase the float time of GEO balloons. Inject a little less than half of the designated amount (using the green clip) on each side of the GEO balloon's hole and rub to evenly distribute.
- Adopt one of these unique balloons as your business' "signature balloon" to be delivered with EVERY bouquet. Including a signature balloon will publicize your business name, set your deliveries apart from the competition, and make your bouquets instantly recognizable.
- Give your GEO balloon creations cute names to give them extra pizzazz. A balloon or bouquet is more likely to sell if it has a clever name.
- Try different color and size combinations of Qualatex 5" and 160Q balloons for personalized designs.
- **To ensure proper inflation of GEO balloons:**
 1. Grasp the base of the balloon, not the neck. This will prevent inflation into the balloon neck and ensure easier tying.
 2. Inflate the balloon to its full, designated size using a Qualatex ProSizer Template. (Underinflated GEO balloons will have a greatly reduced float time.)
NOTE: GEO balloons can be sized with a template just like Round balloons. Simply inflate the balloon, slide it through the template, and release helium until the balloon can be pulled through the hole.
 3. Tie the balloon as high up on the neck as possible to maintain its special shape. Do not inflate by mouth. Use an air inflator or helium inflation regulator.

You Do the Math

Fill in the blanks with your costs for creating a GEO Balloon Accent.

When you sell a GEO Balloon Accent:

_____	YOUR SELLING PRICE (CUSTOMER'S PERCEIVED VALUE)
-	_____ YOUR COSTS
	_____ Cost of Qualatex Latex Balloons
	_____ Cost of Helium
	_____ Cost of SUPER HI-FLOAT
	_____ Cost of Supplies
	_____ Cost of 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.

SUPER HI-FLOAT is a trademark of the Hi-Float Co., Inc., Louisville, KY.



THE
Very Best
BALLOONS