

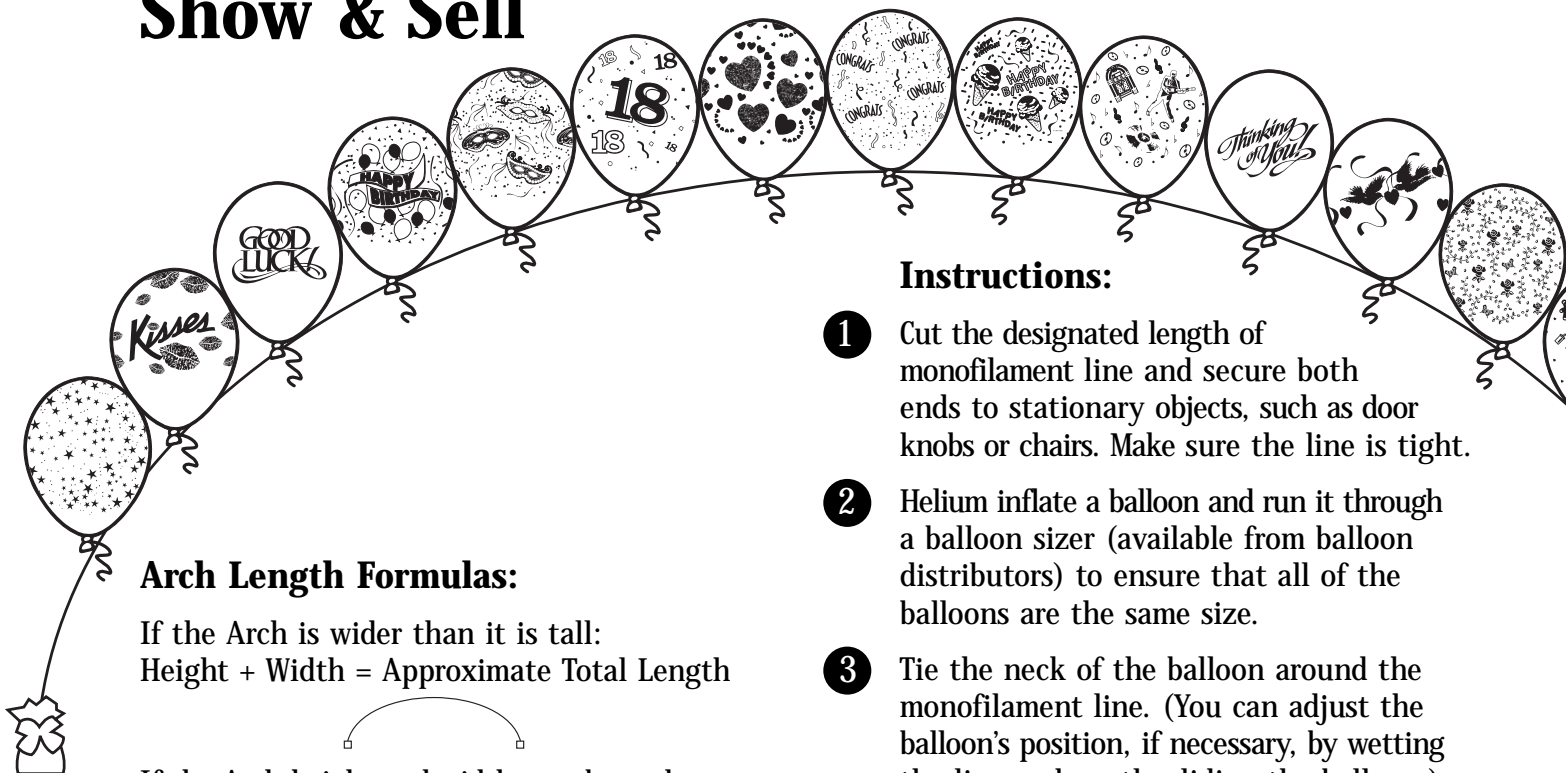
DOUBLE YOUR PROFITS double YOUR PROFITS

with Qualatex®

issue: **1**

STRING-OF-PEARL ARCH Show & Sell

With little time and effort, String-of-Pearl Arches are a great way to show off your selection of Qualatex printed latex balloons, and increase your sales.



Arch Length Formulas:

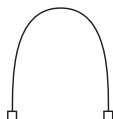
If the Arch is wider than it is tall:
 $\text{Height} + \text{Width} = \text{Approximate Total Length}$



If the Arch height and width are about the same:
 $1.5 (\text{Height}) + \text{Width} = \text{Approximate Total Length}$



If the Arch is taller than it is wide:
 $2 (\text{Height}) + \text{Width} = \text{Approximate Total Length}$



Instructions:

- 1 Cut the designated length of monofilament line and secure both ends to stationary objects, such as door knobs or chairs. Make sure the line is tight.
- 2 Helium inflate a balloon and run it through a balloon sizer (available from balloon distributors) to ensure that all of the balloons are the same size.
- 3 Tie the neck of the balloon around the monofilament line. (You can adjust the balloon's position, if necessary, by wetting the line and gently sliding the balloon.)
- 4 Repeat steps 2 and 3 until the Arch is complete. For a professional look that's fast, use a spacer, such as a cut balloon straw, to evenly space the balloons as you go and eliminate the need to make adjustments later.
- 5 OPTIONAL: To decorate the balloons with ribbon tails, cut lengths of curling ribbon, fold in half, loop onto the line just above the balloon, and pull tight. There's no need to tie them to the necks.
- 6 Remove the line from the stationary objects and anchor the ends by securing them to appropriate weights or rig points.

Materials:

To make a 16' arch (anchored on a raised surface) that is 4' in height at its highest point, you'll need:

Labor: About 15-45 Minutes

Helium: About 10 cu. ft.

Materials: 20 11" Qualatex Latex Prints

24' 50-lb. Monofilament (Fishing) Line

40' Curling Ribbon (Optional)

Qualatex ProSizer™ Template (11" Size)

Balloon Straw

Anchors (as necessary)

Scissors

Benefits:

Increase Your Balloon Sales

Display a multi-colored String-of-Pearl Arch made from a variety of latex prints. As a merchandising display, String-of-Pearl Arches show and sell the color and drama of balloons. As decor, they're a low-labor, high-profit item.

Increase Your Display Life

Treat your balloons with SUPER HI-FLOAT™ balloon flight extender (available from balloon distributors) to substantially increase the float time of helium-inflated latex balloons as well as the customer's perceived value. For more information, call 1-800-57-FLOAT.

Increase Your Profits

The perceived value of a printed latex balloon is substantially higher than a plain solid. While your customers will pay more for it, it costs you just pennies more per balloon. Since your helium, ribbon, labor, delivery, and other costs are exactly the same, printed latex dramatically increases your profits.

Contact your Qualatex distributor:

You Do the Math

1

Fill in the blanks with your costs and figure up your profit. (The cost of your String-of-Pearl Arch display should be counted into your overhead.)
When you sell a String-of-Pearl Latex Print Arch from your display:

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

_____ **YOUR COST TO BUILD YOUR CUSTOMER'S STRING-OF-PEARL ARCH:**

_____ Cost of 20 11" Qualatex Printed Latex

_____ Cost of 24' 50-lb. Monofilament Line

_____ Cost of 10 cu. ft. Helium

_____ Cost of SUPER HI-FLOAT

_____ Cost of 15-45 Minutes' Labor

_____ Other Costs

= _____ **YOUR PROFIT**

2

When you sell a bouquet of 7 printed latex and 2 Microfoil® balloons from your display:

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

_____ **YOUR COST TO BUILD YOUR CUSTOMER'S BOUQUET OF BALLOONS:**

_____ Cost of 7 11" Qualatex Printed Latex

_____ Cost of 2 Qualatex Microfoil

_____ Cost of 54' Curling Ribbon

_____ Cost of 6 cu. ft. Helium

_____ Cost of SUPER HI-FLOAT

_____ Cost of Anchor

_____ Cost of 15 Minutes' Labor

_____ Other Costs

= _____ **YOUR PROFIT**

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**