

balloon  
merchandising  
guide





# balloon merchandising guide

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**please note:** Never release an Anagram balloon outdoors. Although it is extremely rare, foil balloons can cause problems if they become tangled in overhead power lines. Like any discarded item, foil balloons become litter if not disposed of properly. When you're finished with an Anagram balloon, pop it and place it in a secure trash container.

# balloon format guide



Standard

Standard and Jumbo balloons are available in Circle, Square, Heart and Star shapes



Jumbo



ColorBlast



Sing-A-Tune®



SuperShape™



Junior Shape



Orbz™



Ultrashape™  
Cubez™



Ultrashape™  
Diamondz™



Ultrashape™  
Anglez™



Ultrashape™



Insiders™



Multi-Balloons™



AirWalkers®



AWK® Balloon Buddies



Bouquets



Inflate-A-Fun™



Mini Shape



9" Air-Filled



4" Air-Filled

## about our films



Anagram's line of high-quality balloons with 20% Helium Savings per balloon!



Balloons made with Anagram's XtraLife® technology stay fuller and look fresher longer!



Anagram's XL™ Foil Balloons retain helium 3-5 times longer than non-XL™ foil balloons!

### HOLO-GRAPHIC

Produces beautiful, eye-catching dazzle with twinkling patterns and color-enhancing effects!

### SEE-THRU™

Anagram's clear, non-conductive film provides an exciting alternative to classic foil balloons.



# balloon inflation

Helium makes balloons float. It's a non-toxic inert gas and is perfectly safe when used correctly.

- 1 Latex Nozzle
- 2 Tank Cylinder Valve (on/off)
- 3 Regulator Connector
- 4 Foil Nozzle



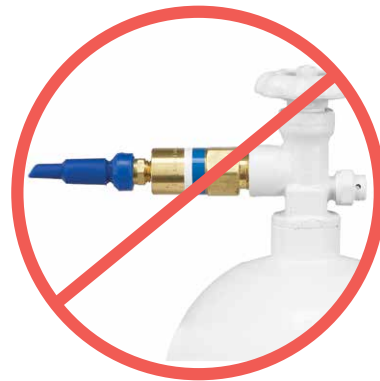
foil nozzle

Use to inflate all foil balloons except Orbz™ balloons.



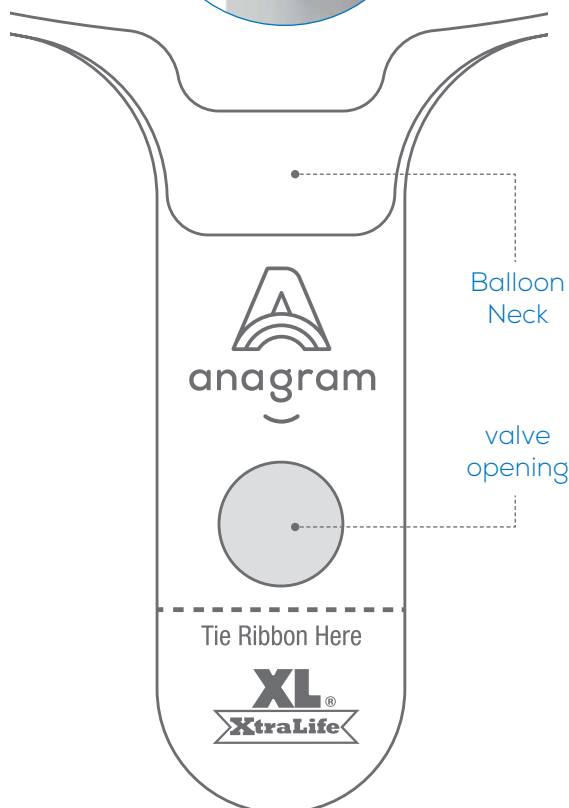
latex nozzle

Use with caution! Use to inflate Orbz™ balloons. Should NOT be used with foil balloons.



incorrect nozzle

DO NOT use with foil balloons!



## Orbz™ inflation



For proper Orbz™ inflation instructions using the Latex Nozzle, scan this code.



Insert the foil nozzle carefully into the valve opening.



Always hold the balloon straight when inflating. If the valve is bent, it might become damaged.



Inflate balloon slowly and let air fill smaller parts before inflating body completely. Otherwise, the body may overinflate and damage the balloon.



Inflated balloon should yield slightly when you push on them. If the balloon is not flexible anymore, it is overinflated.



# ribbon attachment

It is your responsibility to make sure that helium-filled balloons do not escape and float away. Before inflating an Anagram balloon, you must attach a ribbon and weight (or attach a ribbon and secure it to a fixed object). This helps to ensure that the balloon can be retrieved if it is accidentally released.



Tie the balloon at the "Tie Ribbon Here" line using a regular knot or the method described below.



Do not tie the balloon above the "Tie Ribbon Here" line. This may damage the valve and helium will escape faster.



Tie a loop with your finger.



Fold the neck of the balloon once & place the loop over it.



Fold the neck of the balloon over the loop again and pull down firmly.

## tape attachment



You can also tape the ribbon to the back of the tail, opposite the punch hole. Use a heavy-duty clear adhesive tape. Household adhesive tape may not securely adhere.



# weight attachment

If you're not sure which weight to use, attach an 8-gram weight to the balloon and then inflate it. Let go of the balloon for a split second to see if the weight holds it down. If not, try a heavier weight designed for larger balloons or bouquets.

Balloon Category	Appropriate Weight
Standards, Junior Shapes	8 grams
Orbz™, UltraShapes™, SuperShapes™	25–50 grams
Jumbos	40–60 grams



Use with  
Standard balloons



Add adapter to use  
with balloons larger  
than Standard

## Reel Weights™

A Reel Weight™ is specially designed to be attached to wire fixtures – such as those in grocery stores – allowing it to be 'hooked on' and merchandised. A Reel Weight™ has two parts: the ribbon spool and an adapter that fits into the spool to weigh down larger balloons.

### attaching a Reel Weight™

- Place the tape tab on the back of the balloon tail opposite the valve opening. Press firmly to make sure the tab adheres.
- Leave the ribbon wrapped around the spool for now. This will keep ribbons from tangling when you move balloons to the sales floor.

### adding a Reel Weight™ adapter

An adaptor is needed for balloon sizes larger than Standard. Insert the adaptor into the spool after attaching the ribbon to the balloon. If you insert the adaptor first, you will cover the tape tab.



Turn over the  
ribbon spool



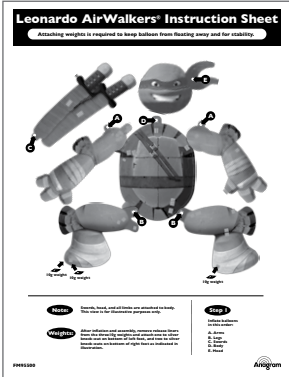
Match the notches on  
the spool to the grooves  
on the adapter



Snap the adapter  
into place



# AirWalker® inflation



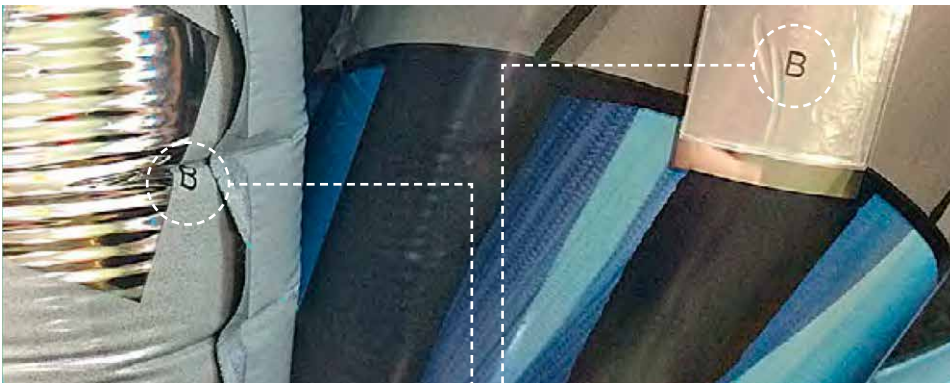
Refer to the instruction sheet when inflating AirWalker® Balloons. Inflate separate parts in the order listed.



Use a flexi-fill hose to easily reach the different inflation points. Inflating without flexi-fill hose can damage the balloon as some fill holes may be difficult to reach



After inflation, assemble balloon parts as listed in instructions



Match each tape tab to its designated knockout by comparing descriptions on both.



After inflation and assembly, remove release liners from weights and attach to silver knockouts as listed in instructions





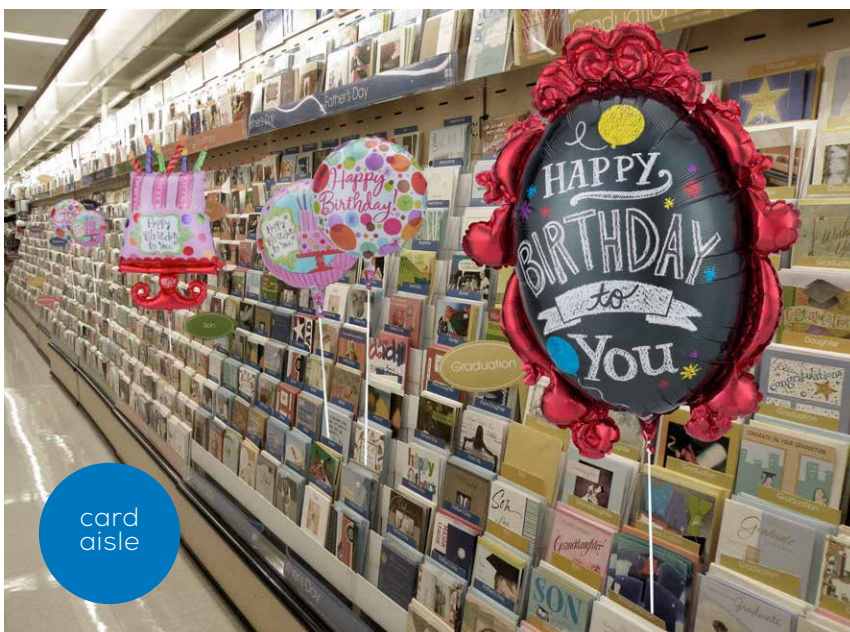
# balloon merchandising

The following pages will help you merchandise balloons effectively in your store, which is critical for maximizing sales.



## where should balloons be floated?

Pictured here are the four primary areas of your store to focus on when floating balloons.





## product mix to maximize profits

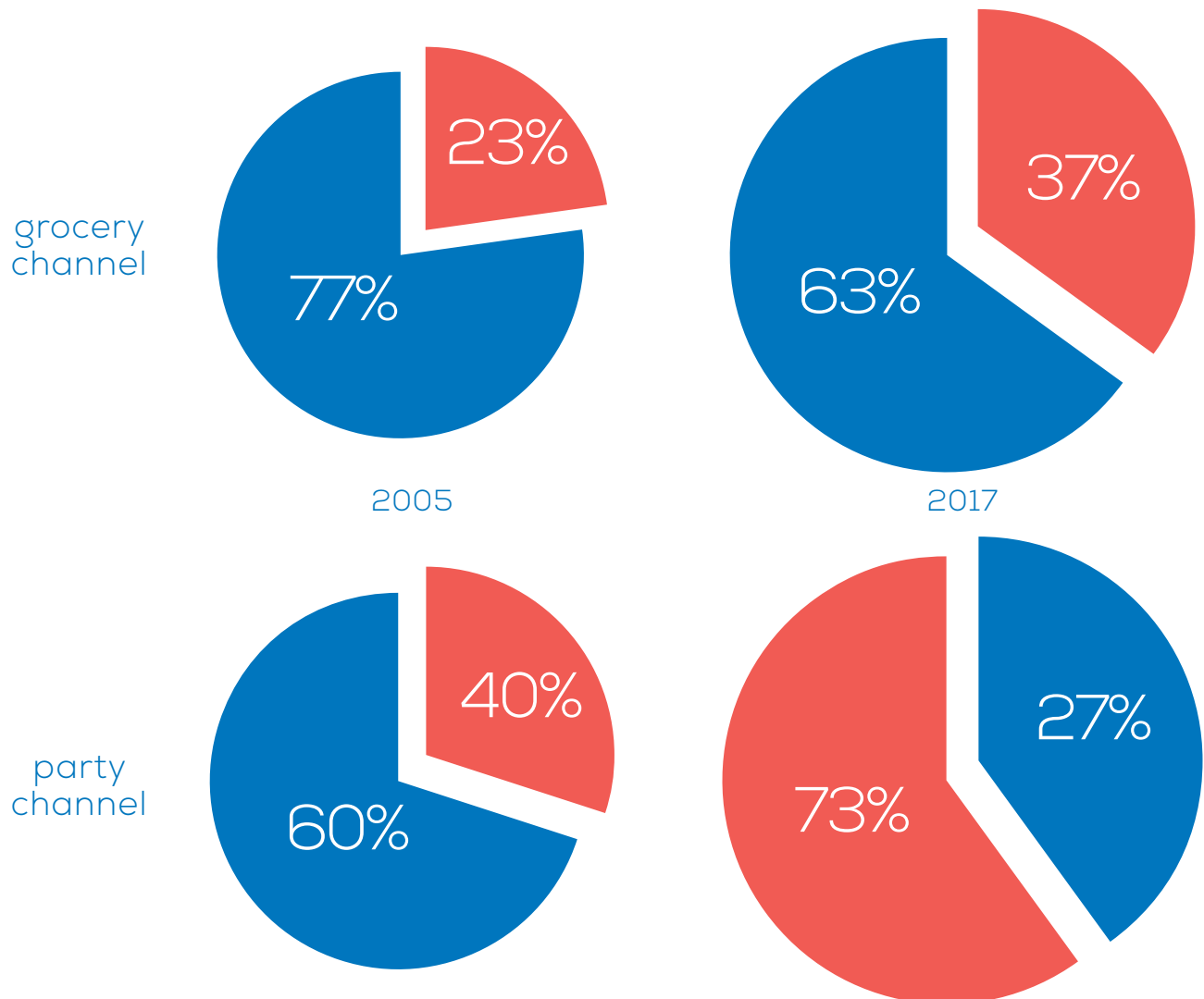
Assumption: 45 Balloons sold per week.

price points & mix	mix before	mix after	average retail
Standard/18"/Jr. Shape	80%	45%	\$3.99
Orbz/Ultra/Helium shape	16%	45%	\$8.99
Jumbos	2%	5%	\$11.99
Premium/Singing	2%	5%	\$14.99
sales	\$12,097	\$16,825	

39%  
increase

## recent industry trends

● standard/18" ● higher priced formats



## what should be floated where?

This chart showing a breakdown of Licensed vs. Non-Licensed designs in various departments is a good place to start.

department	licensed	non-licensed
Bakery	50%	50%
Floral	30%	70%
Point Of Sale	75%	25%
Card Aisle	30%	70%



### bakery

Focus primarily on Birthday message balloons and balloons featuring licensed characters that coordinate with cake designs.



### floral

Focus primarily on Birthday, Baby, Get Well and Love message balloons as well as seasonal holidays like Mother's Day and Valentine's Day and seasonal themes like Butterflies for Spring and Summer.



### point of sale

Focus primarily on licensed balloons and Birthday message balloons – these will be your best options for impulse purchases.



### card aisle

Focus primarily on Birthday, Baby, Get Well, Seasonal and Specialty designs that complement greeting card categories and sending occasions.



### tip:

float like balloons together

Whether it's a license like Frozen or Dora the Explorer or a holiday theme like Valentine's Day or Mother's Day, make a greater visual impact by merchandising like balloons together!





Offer coordinating SuperShape and Standard designs for added sales!



Make separate seasonal statements – don't mix and match!



Great examples of themed selling – Under The Sea and Let's Go To The Movies!

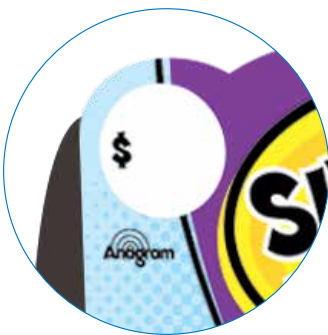
# make pricing clear

Customers need to know that an inflated Anagram balloon is for sale and not a store decoration – this is especially important with seasonal and themed balloons.

Create “Balloons For Sale” signage in your store and use the options below to more effectively communicate pricing.



Anagram's “Buy Me Now” stickers easily attach to the balloon ribbon



Several Anagram balloon displays include a customizable price point indicator



## tip:

When creating signage, indicate a price range for the balloons. They can then be priced individually with a “Buy Me Now!” sticker.





# floating balloons

When merchandising balloons in a group, floating them in tiers at a uniform height for each tier is the most effective and least visually cluttered way to go



## SuperShape™ + specialty balloons

These balloons should be floated at the highest tier.

ribbon length  
12"-18"

## standard balloons

These balloons should be floated at the low tier. A third, lower tier can be added as well.

ribbon length  
3"-6"

Ribbon length refers to the distance between the balloon and the weight, be sure to allow more length for attachment purposes. All ribbon lengths are approximate and should be adjusted based on your needs.



## placement

Balloons with a ribbon and weight attached can be set between bakery items or flowers and dropped into slots in the card run – be sure to group like balloons together!





# halo

The Halo merchandiser is effective for displaying a number of balloons in a small footprint. It is versatile and can be placed among bakery items, flowers or at point of sale

## SuperShape + specialty balloons

These balloons should be floated at the highest tier.

how many?  
2-4

ribbon length  
12"-18"

## standard balloons

These balloons should be floated at the lowest tier.

how many?  
4-6

ribbon length  
3"-6"

## use Reel Weights™



Reel Weights™ are the most effective to use with the Halo Merchandiser. Be sure to add an adapter when using with balloons larger than Standard

# corrugate

Corrugate merchandisers are also effective for displaying a number of balloons in a relatively small footprint. They come in a variety of styles and are designed to sit on the floor in various store departments

## SuperShape + specialty balloons

Highest tier

how  
many?  
2-3

ribbon  
length  
18"-24"

Middle tier

how  
many?  
2-3

ribbon  
length  
12"-18"

## standard balloons

These balloons  
should be floated at  
the lowest tier.

how  
many?  
3-5

ribbon  
length  
3"-6"

## use Clip-N-Spool™ weights



Clip-N-Spool™ Weights are the most effective to use with Corrugate Merchandisers. They come in two different sizes, 18g and 30g.





air-  
filled

Air filled product is best presented when you group like balloons together. Alternate boy licenses and girl licenses, Non licensed messages such as Birthday, Baby and Get Well. Keeping product in like groups allows for better visibility and boosts impulse sales.

tip:

Note: Display up to 5 balloons per cup. Too many balloons per cup creates a permanent bend in the sticks.







## helium chart

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balloon category	average volume		balloon weight required
	cubic cm	cubic ft.	
Standard HX®	11,000	0.39	8g
Standard	13,000	0.47	8g
Junior Shape (Varies)	18,000	0.64	8g
ColorBlast (21C)	18,000	0.64	16g
Diamondz™	27,500	0.97	30g
Intricates™ Hearts	30,000	1.06	16g
Orbz™	32,000	1.13	30g
Cubez™	38,500	1.36	30g
SuperShape™ (Varies)	40,000	1.41	30g
See-Thru™ (26C)	40,000	1.41	30g
Anglez™	42,800	1.51	30g
Helium Savers® Jumbo	55,000	1.94	45g
Sing-A-Tune®	55,000	1.94	30g
Jumbo (H/C/S)	75,000	2.65	60g

# frequently asked questions

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## what are foil balloons really made of?

Anagram foil balloons are made of polyethylene terephthalate (PET) or nylon, both are man made materials. These materials are specially coated to give Anagram balloons their foil-like appearance.

## what's the difference between latex balloons and foil balloons?

Latex balloons are made from liquid rubber, a natural substance that is harvested from rubber trees. Latex can cause allergic reactions in human beings. Anagram "foil" balloons are made from manmade materials (see previous FAQ for more information). They do not carry the risk of allergic reaction that latex does.

## is it safe for a child to lick or eat the material an Anagram balloon is made from?

Anagram balloons are made from the same materials used to make packaging for food products such as potato chips. These materials are not harmful, and are safe for children to handle and use. However, as with any non-food product, ingesting the materials is not advisable. Anagram International strongly adheres to all safety standards in the manufacture of its products, and is dedicated to ensuring that they meet or exceed federal, state and municipal requirements. If a customer would like additional information on the proper use and care of our products, contact Anagram International at 1-800-262-6303. If a customer believes one of our products has been licked, sucked on or eaten by a child and has concerns, have them contact their local health provider, if necessary.



## what should I inflate a balloon with?

Almost all Anagram balloons (except air-filled, consumer-inflated and decorator products) are intended to float. For this reason, they should be inflated with helium. This safe-to-use gas has unique properties that make it lighter than air and cause the balloon to float.

## why did my balloon deflate after a storm?

This is not a defect in the balloon.

The apparent deflation is the effect of atmospheric changes on the helium inside of the balloon. These changes make the balloon appear "soft" after a drop in barometric pressure or temperature. If a balloon is inflated prior to a drop in barometric pressure, it will appear to have softened after the pressure change. In this case, simply re-inflate the balloon until it is firm again. Likewise, if a balloon is inflated indoors and then taken outside where it is colder, the balloon will appear to go soft. Once it is brought back indoors, the helium will warm up and re-expand, making the balloon look full again.



notes

[illegible]

## notes

[illegible]



notes

[illegible]

