



Balloon Merchandising Guide



Displaying Balloons

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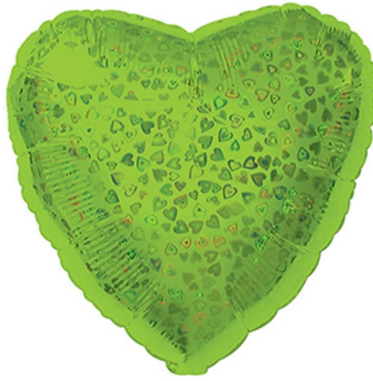


Balloon Style Guide

What are my balloon options?



Standard Foil



Dazzeloon™ Foil



Clear Film



Ultraloop™ Numbers



Ultraloop™



Shape-A-Loon™



9" Air-Filled
Mini-Loon™
Stick Balloon



Air-Filled
Mini-Shape
Stick Balloon



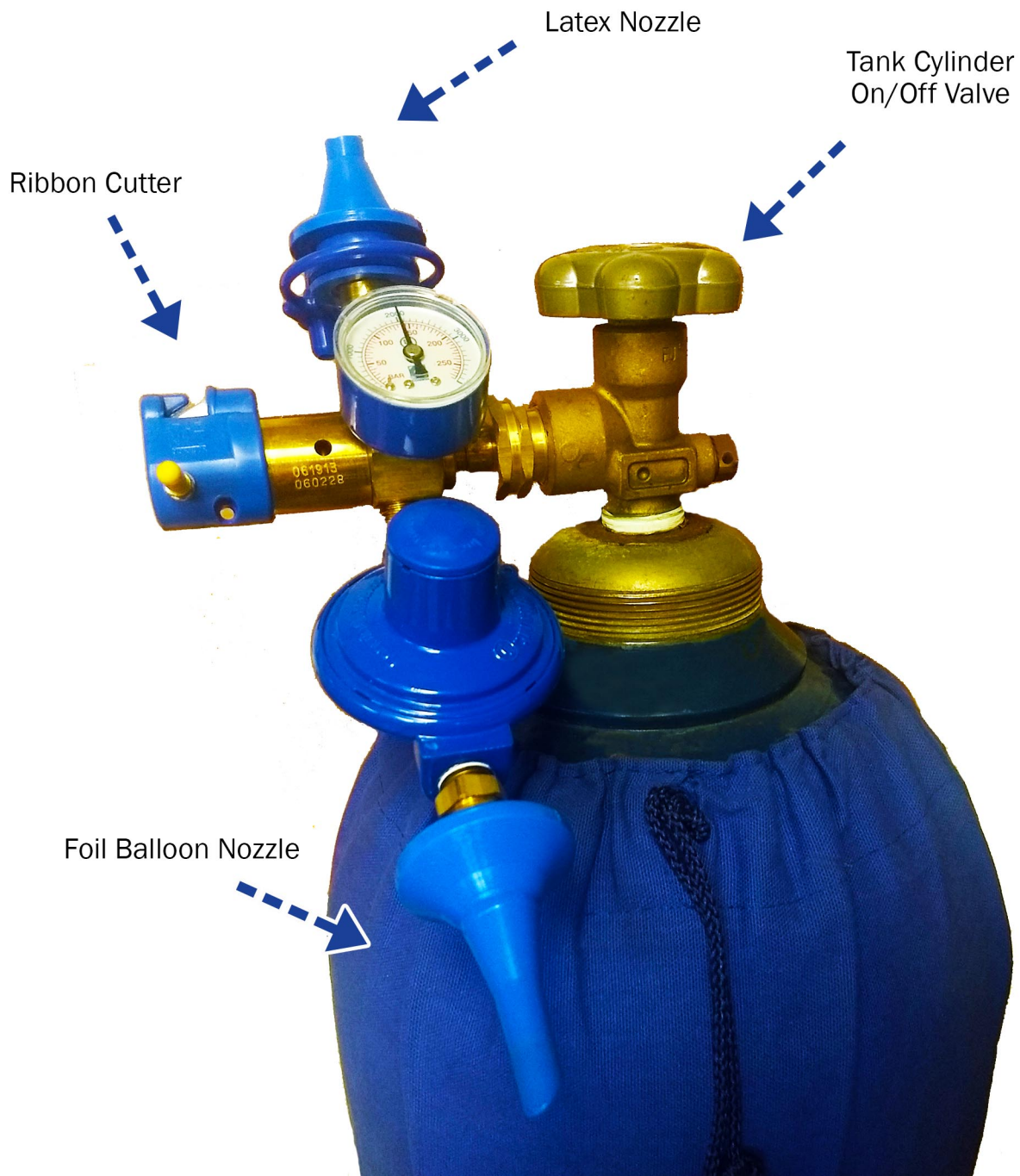
Mini-Loon™
w/Valve
Stick Balloon



4.5" Air-Filled
Card-B-Loon™
Stick Balloon

Balloon Inflation Guide

- ✓ Helium can be used to fill both latex and foil balloons to make them float.
- ✓ It is important to use the correct nozzle when filling different types of balloons.
- ✓ Latex balloons must use the blunt nozzle that is made especially for latex material.
- ✓ The pointed nozzle on the regulator can be used with both foil and clear film balloons.



Balloon Inflation Guide

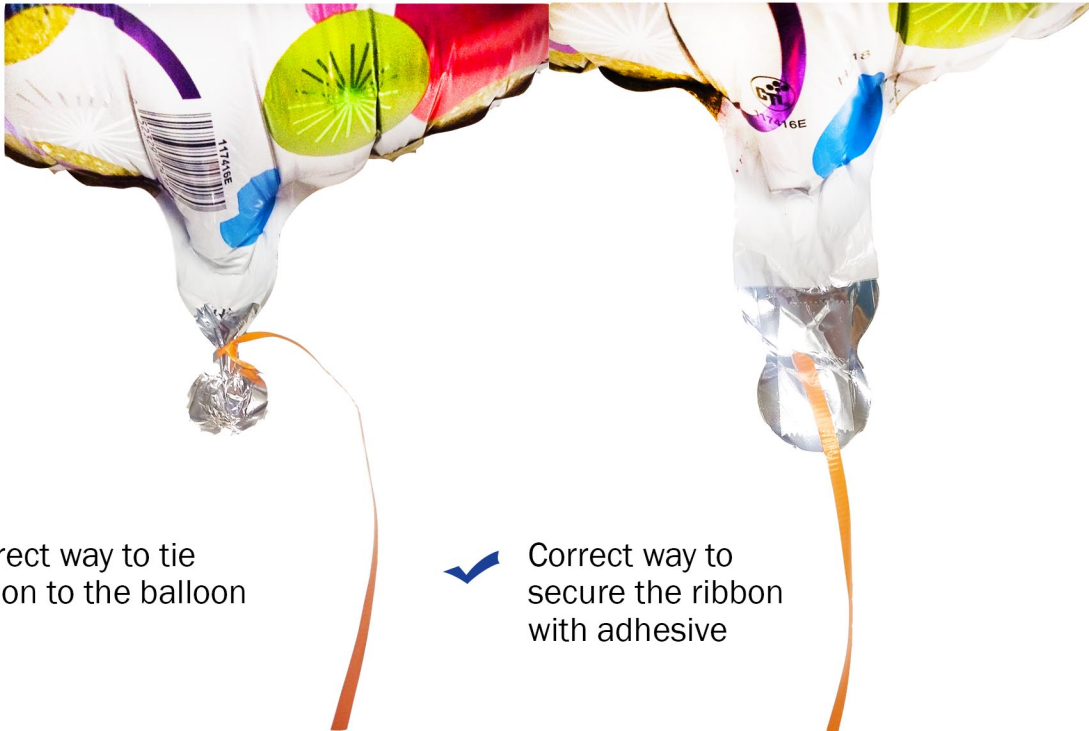
What is the best way to inflate a balloon?

- ✓ At the neck of the balloon, you can find arrows indicating the opening of CTI's easy-fill valves.
- ✓ Simply insert the helium nozzle beneath the arrows on the valve opening, hold the balloon straight, and push the nozzle down to inflate the balloon slowly.
- ✓ When the balloon is fully inflated, the helium flow will automatically stop. Once the nozzle is removed from the balloon valve, the valve will automatically seal.



Ribbon Attachment Guide

What is the proper way to secure ribbon to a balloon?



✓ Correct way to tie ribbon to the balloon

✓ Correct way to secure the ribbon with adhesive

It is important to secure balloons with a ribbon and weight to ensure they do not float away. There are two ways you can attach a ribbon to a balloon: you can tie the ribbon on at the bottom of the neck of the balloon (where the neck is indented) or you can use a strong adhesive tape to secure the ribbon.

✗ This is the incorrect way to tie the ribbon to the balloon. The ribbon should be secured lower on the indented section of the neck to avoid damage to the balloon valve.



Never tie the ribbon on higher than the indented portion of the balloon neck. Tying the ribbon higher may result in damage to the balloon valve which could allow helium to escape the balloon.

Weight Guide

What type of weight should I use?



✓ Clip n Weight



✓ Clip n Weight w/Spool



✓ Ribbon Spool Weights and Inserts

It is important to attach a weight to your balloons so that they do not float away. There are many balloon weights available including the most popular- Clip n Weights, Clip n Weights with Spools, and Ribbon Spool Weights. CTI offers Clip n Weights ranging from 8g-30g. Ribbon Spool Weights are 8g, but have the option to attach lightweight (20g) and heavyweight (45g) inserts.

Balloon Weight Guidelines

	Clip n Weight	Clip n Weight w/Spool	Ribbon Spool Weight	Ribbon Spool Weight w/Lt Insert	Ribbon Spool Weight w/Hvy Insert
Standard Balloons and Small Shapes	✓	✓	✓	✓	✓
Ultraloons™					✓
Shape-A-Loons™					✓

*Balloon bouquets may require multiple heavy weights.

Displaying Balloons Guide

What balloons should I display and where?

- ✓ **Floral-** Valentine's Day and Mother's Day are huge holidays for floral, so pull in coordinating message balloons specifically for those holidays. For everyday, sentiments such as Love, Get Well, Baby, and Birthday should be the focus.
- ✓ **Bakery-** Vibrant Birthday balloons should be displayed so customers can easily grab one when making a cake or cupcake purchase.
- ✓ **Card and Party-** The primary focus should be on Birthday for helium and stick balloons. Additionally, you should display some Get Well and Baby balloons.
- ✓ **Checkout-** This is the perfect place to showcase Shape balloons to maximize impulse purchase sales. Birthday and Everyday Messages will also do well at checkout.
- ✓ **Seasonals-** Adding Seasonal balloons to the aisle makes them easier for customers to find when they are already shopping for seasonal products.
- ✓ **Promotions-** Front of the store promotions are the perfect spot to add vibrant balloons. Primary focus should be on Shapes, Birthday, Seasonal, and of course any balloon styles that complement the store promotion.



Balloon Merchandising Guide

Where should I display balloons?



Place seasonal balloons in the aisles with seasonal decorations.



Balloons become eye-catching when placed alongside front of the store promotions.



Placing stick and helium balloons at checkout will help you maximize sales on impulse purchases.

Balloon Merchandising Guide

Where should I display balloons?



- ✓ The floral area is perfect for both helium and stick balloons.



- ✓ Enhance the bakery by floating helium balloons.



- ✓ Card and party goods aisles are the perfect spot to maximize sales on helium and stick balloons.

Displaying Balloons Guide

How should I display my balloons?

- ✓ Use the hooks on the ribbon spool weights to attach balloons to wire shelving.
- ✓ Use Clip N Weights to secure balloons behind greeting card holders and other slender spaces.
- ✓ Grouping complementary balloons together, you can place them behind card slots in the card aisle, behind bakery goods, at registers, or between flowers.
- ✓ Always make sure that the price is displayed on the balloon so that customers know they are for sale, and not just decoration.



Shape-A-Loons

Shape-A-Loons and other jumbo balloons should be floated along the same top tier of your balloon display.

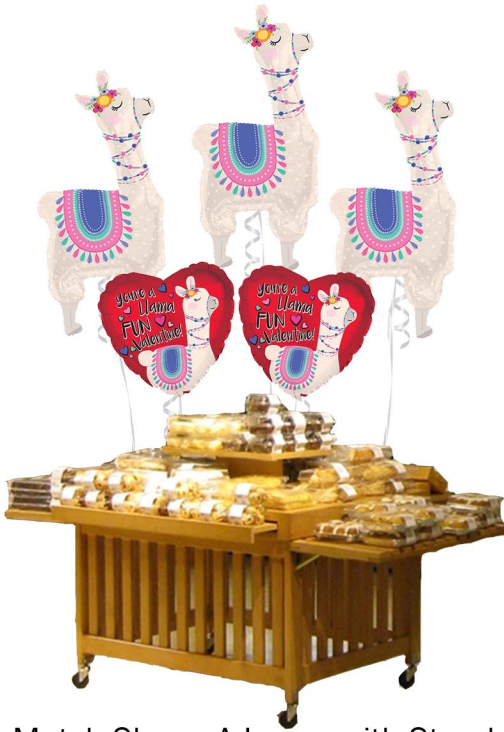
Standard Balloons

Standard Balloons should float on the bottom tiers. The tops of the standard balloons should graze the bottoms of the balloons in the tiers above.



Displaying Balloons Guide

How should I display balloons?



Match Shape-A-Loons with Standard balloons for a coordinated display.



Spread out the balloons if you want the display to feel more full or to add lots of color.



Add height by staggering similarly themed balloons together in a display.



Group balloons together by occasions or seasons.

Displaying Balloons Guide

What displays are available for my balloons?



- ✓ CTI's Pop-Up Ceiling Corral comes in two sizes that can accommodate either 30 or 60 inflated standard size balloons.



The Corrugated Column Display is an economical way to showcase up to 144 air-filled stick balloons within a small footprint.

Grouping clusters of similar balloons together or placing complementary balloons on each tier creates an effective visual impact.



- ✓ A Magnetic Cannister works perfectly to display stick balloons at point of purchase.



- ✓ White Metal Mini C-Clamp cannisters allow you to display balloons on the tops of shelves. This is a great option when space is limited.



- ✓ A Cardboard Display is an economical way to display stick balloons anywhere that has a flat surface. Sticky tabs on the back will not leave a residue on walls.