

# Balloon Guide

Your Guide to Successful  
Balloon Handling  
& Merchandising





Visit us today at [www.anagramballoons.com](http://www.anagramballoons.com)!

# Balloon Reference Guide

Your Guide to Successful Balloon Handling & Merchandising

## Table of Contents

Balloon Program Overview .....	2
--------------------------------	---

Handling Anagram Balloons .....	3
---------------------------------	---

### Anagram Foil Balloon Information & Safety

Helium Safety .....	4
---------------------	---

Using a Helium Regulator and Tank .....	5
---	---

Weighting Anagram Helium Balloons .....	6–7
---	-----

Inflating Anagram Helium Balloons .....	8–9
---	-----

### Latex Balloons

About Latex Balloons .....	10
----------------------------	----

Inflating and Tying Latex Balloons .....	11
--	----

### Merchandising Anagram Balloons

Displaying Inflated Balloons.....	12
-----------------------------------	----

Frequently Asked Questions .....	18
----------------------------------	----

### Anagram Balloon Glossary

Anagram Balloon Glossary .....	19–20
--------------------------------	-------

Anagram Balloon Gallery .....	21
-------------------------------	----

### Reference

Notes.....	23
------------	----

Anagram Balloon Helium Chart .....	24
------------------------------------	----

Anagram Balloon Bouquet Ideas.....	25
------------------------------------	----

## Balloon Program Overview

Anagram balloons add a bright touch to any occasion. They also make a fun gift or children's toy, making them a popular impulse or planned purchase.

To take advantage of sales opportunities, keep your Anagram balloon display looking its best. Make sure products are fully inflated, properly ribboned, and attractively merchandised. Also, merchandise Anagram licensed character balloons with similar licensed character merchandise throughout your store and regularly maintain your Anagram balloon displays so that they stay neat, attractive and easy to shop.

Balloon merchandising naturally begins with the floral department in most grocery stores. But if your store or department manager approves, you can also place Anagram balloons at the store checkout or in a bakery, stationery/greeting card, toy or produce department, to name a few.

When you begin to think about the connections between Anagram balloons and your store's departments, you'll discover a world of impulse sales opportunities.

*So, let your imagination go and watch your Anagram balloon sales rise!*



# Handling Anagram Balloons

## First ... a few notes about foil balloons

Anagram foil balloons are made from a special type of extremely thin plastic sheet. The sheets are coated with a metallized finish that gives the balloon a foil-like appearance.

Foil balloons are also sometimes called "mylar" balloons. This is not a correct term. Mylar® is a registered trademark owned by DuPont and is a different kind of material. For this reason, you should **use the term "foil"** instead of "mylar."

Anagram foil balloons are different from latex balloons in many ways. The biggest difference is that foil balloons can be printed with elaborate designs in bright colors. Latex balloons can be printed but the designs and colors must be simple because they have to stretch when the balloon is inflated.

Foil balloons also float much longer than latex balloons. While latex balloons last an average of 16-18 hours, Anagram XL® foil balloons can last up to two to three weeks.

Another important difference of foil balloons is that, unlike latex balloons, they are not likely to cause allergic reactions. For this reason, foil balloons are allowed in places where latex balloons are not, such as hospitals and schools.

Anagram foil balloons come in three major categories:

- 18" circles, hearts, squares or 19" stars
- Shapes, jumbos and other specialty formats
- Air-filled balloons in shapes and 4- and 9-inch circles

### Packaged Product

- Handle packages with care so you don't damage the balloons inside. If a package is cut, crumpled or perforated the balloon may end up unusable.
- Do not store packaged products in places that are wet or extremely humid, or that experience high heat. These conditions can cause printed package and balloon surfaces to adhere to one another.

### Non-Packaged Product

- Store uninflated Anagram balloons away from direct sunlight. Over time, inks can fade. Keep these balloons in their original boxes or in a place protected from sunlight.
- Do not store non-packaged products in places that can become wet, very humid or very hot. These conditions can cause printed surfaces to stick to one another.

### Pre-Inflated (Air-Filled) Product

- Never open a box of air-filled balloons with a knife. The sharp blade can damage the balloons inside.
- Upon opening a box of air-filled balloons, just add the stick that comes in the box, and merchandise.

## A few notes about Product Safety...

Anagram International is dedicated to ensuring that all of our products meet or exceed federal, state and municipal requirements.

Existing regulations stipulate limitations on levels of lead, flammability, and the presence of phthalates. To comply with these rules, Anagram International conducts rigorous testing of its products both internally and with a nationally recognized product testing organization. Any product that fails to meet governmental or Anagram International standards will not be distributed.

In the event of a concern about the safety of any Anagram International product, please contact Anagram International at **1-800-262-6303**.

# Helium Safety



## First ... a few notes about helium

Helium is a colorless, odorless, tasteless, non-toxic, inert gas. When used correctly, helium is perfectly safe.

Helium gas is less dense — and therefore lighter — than air. The heavier air exerts pressure on the lighter helium and pushes it upward like a bubble in water. This is what causes helium-filled balloons to rise.

The amount of lift or “float” in a balloon is determined by several factors, including temperature, barometric pressure and elevation.

When helium becomes cold, its molecules contract. This can make a helium-filled balloon seem “soft” and under-inflated. Moving the balloon to a warmer place causes the helium molecules to re-expand, so that the balloon is perfectly filled once again.

Changes in atmospheric pressure (weather “highs” and “lows”) also affect the difference in density between helium and air. In particular, high pressure can cause a helium-filled balloon to seem soft. For this reason, you should always check your balloon assortment after a major change in the weather and re-inflate balloons if they appear to have become soft.

A final factor of balloon lift has to do with the elevation at which a balloon is inflated. Like water at the bottom of a deep pool, air at a low elevation is more dense than air at a high elevation. Because the air at higher altitudes (in mountainous areas, for instance) is itself lighter, it is less able to lift a balloon. This effect is most dramatic in smaller balloons, which contain less helium than larger balloons.

If you are inflating balloons at elevations above 3,000 feet, be aware that you could experience certain performance issues. Some types of balloons might lean slightly to one side, and large shapes might not pop back up instantly when caught in a gust of wind.

## Do:

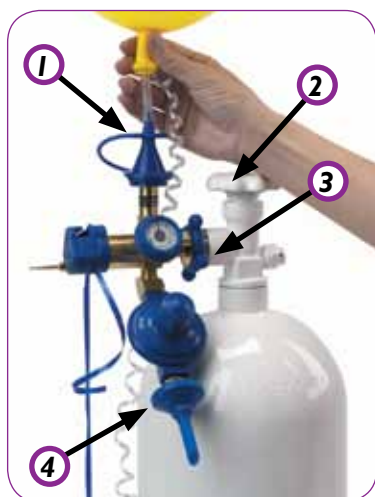
- Store helium tanks in a well-ventilated area.
- Secure tanks so that they cannot fall and injure someone.
- Close the valve on the tank when it is not in use.
- Keep children away from the helium tank.
- Always use a cylinder cart to move a tank.
- Cap the tank before moving it.

## Do Not:

- Do not inhale gas or allow others to do so!
- Do not leave a tank unattended.
- Do not open the valve on the tank without a regulator attached.
- Do not store tanks any place where temperatures reach 125° F or higher.
- Do not allow unauthorized or untrained individuals to operate a tank.



# Using a Helium Regulator and Tank



**FIGURE 1: HELIUM TANK REVIEW**

- 1 – Latex Nozzle
- 2 – Tank Cylinder Valve (On/Off)
- 3 – Regulator Connector
- 4 – Foil Nozzle



**FIGURE 2: LATEX NOZZLE**  
USE WITH CAUTION !



**FIGURE 3: INCORRECT NOZZLE**  
DO NOT USE !

## Understanding the Helium Tank Regulator

Most helium tank regulators have either: 1) separate nozzles for foil and latex balloons, or; 2) a controller with separate settings for foil and latex balloons. **Make sure you are using the correct nozzle or setting before inflating a balloon.**

Your helium tank may have one of many different types of regulators. The photo to the left is just one example. It's helpful to know that:

- On most regulators the nozzle is pushed toward the regulator to release helium.
- The correct nozzle for foil balloons usually has a tapered tip; most tips are brass, but some are plastic.
- If your regulator does not have separate nozzles or an adjustable controller, use care filling foil balloons. The balloon valve could become damaged or the balloon could burst.

## Changing a helium tank

**Note!** Helium tanks are left-hand oriented: Turn the tank knob to the left to open the valve, to the right to close it.

1. Shut the valve on the tank.
2. Release any helium in the regulator by depressing the nozzle (as if you were inflating a balloon).
3. Loosen the knob on the regulator connector and remove the regulator by turning counter-clockwise.
4. Attach the regulator to a new tank, making sure that the threads line up.
5. Hand-tighten the regulator onto the tank by turning clockwise.
6. Slowly open the cylinder valve while standing to one side of the tank.
7. Make sure that the regulator gauge registers and that you do not hear gas leaking.
8. The tank and regulator are now ready for use.
9. Always close the valve on the tank when not in use to prevent any leaking of helium.

It is not recommended to inflate or re-inflate a foil balloon using a latex nozzle as that nozzle could damage the self-sealing valve on a foil balloon.

## Weighting Anagram Helium Balloons

Never release an Anagram balloon outdoors. Although it is extremely rare, foil balloons can cause problems if they become tangled in overhead power lines.

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.

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.

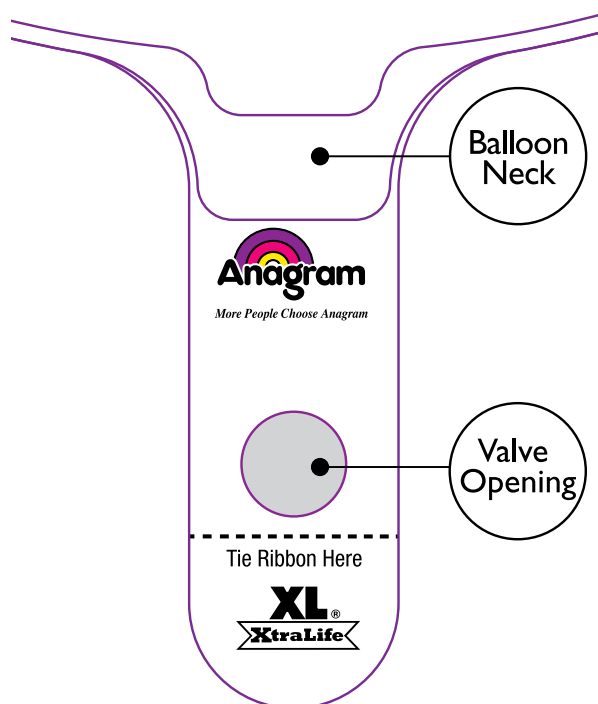
**Note!** In California, by **law**, all foil balloons **must** be weighted individually to keep them from floating away (CA. Penal Code Chapter 1559 Section 653.1). You can access The Balloon Council's Smart Balloon Practices at this web address:

**[www.theballooncouncil.org/smartpractices.html](http://www.theballooncouncil.org/smartpractices.html)** and click on the link at the bottom of the page for a sheet of tip cards to distribute to customers with their balloon purchases.

In mixed latex and foil bouquets, each individual balloon must be weighted. Do not use metalized string or ribbon to attach a foil balloon to a weight.

Attaching Ribbon to Helium Balloons:

- Tie the ribbon around the lower part of the tail, as shown in figure 1. Do not tie ribbon around the neck of a balloon. The valve will not function correctly and the balloon will deflate.
- 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.



**FIGURE 1:**  
Tie ribbon to balloon tail as shown



## Weighting Anagram Helium Balloons

### Deciding Which Weight to Use



Foil  
Balloon Weight



Star Weight

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

18" Circles, Hearts, Squares, 19" Stars; 20" Circles, Hearts	8 grams
<b>Sing-A-Tune</b> ® Circles and Hearts; <b>SuperShape</b> ™ Balloons	25–50 grams
<b>Jumbo</b> Circles, Hearts, Stars, Squares	40–60 grams

### Attaching an Anagram Reel Weight™

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: 1) the ribbon spool (below right); 2) and an adapter (below far right) that fits into the spool to weigh down larger balloons.

Follow these steps to attach a Reel Weight™ to a balloon:

- 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 when balloon sizes are larger than 18"/45cm. Insert the adapter into the spool after attaching the ribbon to the balloon. If you insert the adapter first, you will cover the tape tab.

- Turn over the ribbon spool (figure 1).
- Match the notches on the spool to the grooves on the adapter (figure 2).
- Snap the adapter into place (figure 3).



FIGURE 1 Turn over ribbon spool



FIGURE 2: Match notches and grooves



FIGURE 3: Snap in adapter

# Inflating Anagram Helium Balloons



**FIGURE 1:** Slide valve onto nozzle



**FIGURE 2:** Hold balloon directly out from nozzle

## Inflating a New Anagram Balloon with Helium

1. Gently slide the inflation valve an inch or two onto the helium regulator nozzle (figure 1). Be careful not to tear the valve with the nozzle.
2. Hold the balloon on the nozzle with one hand and press the regulator lever (or push the nozzle, depending on the kind of regulator at your store).
3. If the balloon makes a "screeching" noise when filling it, adjust its angle so that it extends straight out from the nozzle (figure 2).
4. If your regulator has a foil setting, helium will stop flowing when the balloon is fully inflated. If your regulator does not have a foil setting, you will need to visually determine when the balloon is fully inflated. Fill the balloon until it is firm, but not hard. Over-inflating a balloon can cause the sealed edges to fail.
5. Remove the balloon from the regulator nozzle. The valve will close on its own and prevent the helium from escaping.

## Re-inflating an Anagram Balloon

Over time, helium can escape from even a perfectly sealed balloon. A balloon that begins to look deflated or "soft" can be re-inflated. Follow the inflation procedures to "freshen" the balloon. Also, keep these tips in mind:

- Use the same regulated helium flow to inflate and re-inflate the balloon.
- If it is not possible to use regulated helium flow, re-inflate the balloon to the point of being firm, but not hard. Over-inflating the balloon can cause the sealed edges to fail.

Helium foil balloons can last for a few weeks and can be re-inflated multiple times.

## Troubleshooting

- If a newly inflated balloon appears to lose helium right away, it could be that the valve has not fully closed. Re-inflate the balloon, smoothing the neck of the balloon with your fingers to make sure it seals. If the balloon still does not stay inflated, do not merchandise it.
- Changes in atmospheric pressure can affect the appearance of inflated balloons. Always check your Anagram balloon displays for "soft" balloons after strong storms or significant changes in the weather.
- Anagram Sing-A-Tune® Balloons are designed to play upon inflation. This is normal and not a product defect.

SuperShape™, InLiners™ and Insider™ balloons may have more than one inflation point, or may have an inflation point someplace other than the balloon tail. To find the inflation point on these balloons, look for the small gray or silver circle(s) at the edge of the balloon.

# Inflating Anagram Specialty Helium Balloons

## Anagram Insider™ Balloons

Insider™ balloons have two inflation points (see example, figure 1). They must be inflated as follows:

1. Partially inflate the clear outer balloon with a very small amount of helium. (Allow only one second of inflation time. If you add too much helium, the inner balloon will not have room to inflate).
2. Completely inflate the inner balloon.
3. Finish inflating clear outer balloon.



FIGURE 1

## Anagram Multi-Balloons



FIGURE 2

You must use care when inflating a multi-balloon (see example, figure 2). If it is not handled gently, it can tear during inflation. Follow these steps for best results:

1. Make sure your regulator is set to the foil position, so that the balloon will not inflate too fast.
2. Inflate the balloon slowly until the main balloon inflates fully.
3. When the main balloon is inflated, the second and any additional balloons will also start to inflate. Multi-Balloons typically have two inflation points.

If you must inflate a multi-balloon using unregulated helium flow, use extra caution. Follow the steps above, but use a minimal flow to fill the balloon as slowly as possible.

## Latex Balloons



### First ... a few notes about latex balloons

Latex balloons are made from 100 percent pure and natural latex. Latex is a substance harvested from the bark of a rubber tree, so you will sometimes hear it called “latex rubber.”

Because it is a natural substance, latex breaks down relatively quickly under normal environmental conditions. Latex balloons are completely photo- and biodegradable.

#### Inflating a Latex Balloon

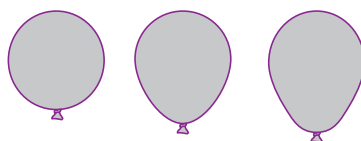
Latex balloons are most often used as a complement to Anagram foil balloons in a decorator arrangement or a balloon bunch. Depending on how a latex balloon is to be used, it can be filled with either air or helium. For instructions

on helium tank use, please refer to **page 5** of this manual.

A properly inflated latex balloon is neither round nor pear shaped. A round balloon is considered under-inflated. One that is pear shaped (bulging out at the bottom) is considered over-inflated.

Over- or under-inflating a latex balloon will reduce its float time, so it is important to inflate your latex balloons properly, as shown below.

Here are a few other things that you should know about the proper inflation of latex balloons.



INCORRECT CORRECT INCORRECT

- Due to the difference in properties between air and helium, an air-filled latex balloon will last much longer than a helium-filled one. When filled with helium, an 11-inch latex

balloon will usually float for 16 to 18 hours. However, filled with air the same size balloon will remain inflated for many weeks.

- Latex balloons to be inflated to less than 9 inches in diameter should be filled with air. If filled with helium, they will float for only a very short time.
- Temperature changes cause the helium inside a balloon to expand or contract. Latex balloons are designed to expand well beyond their listed size. This allows them to adjust to dramatic temperature changes as long as they are inflated to the correct size in the first place.
- Latex balloons float longer in cool conditions and shorter in warm conditions.
- The higher the altitude, the shorter the float time will be for a latex balloon.

## Latex Balloons

- Eventually, all latex balloons experience oxidation, which appears as a cloudy or dusty coating on latex balloons. Oxidation is caused by ultraviolet rays that attack the latex and begin to break it down. This process cannot realistically be prevented or stopped, but it can be delayed. A latex balloon in cool, dry conditions oxidizes more slowly than one in warm, bright and humid conditions. You should be sure to make your customers aware of this.

### Tying a Latex Balloon

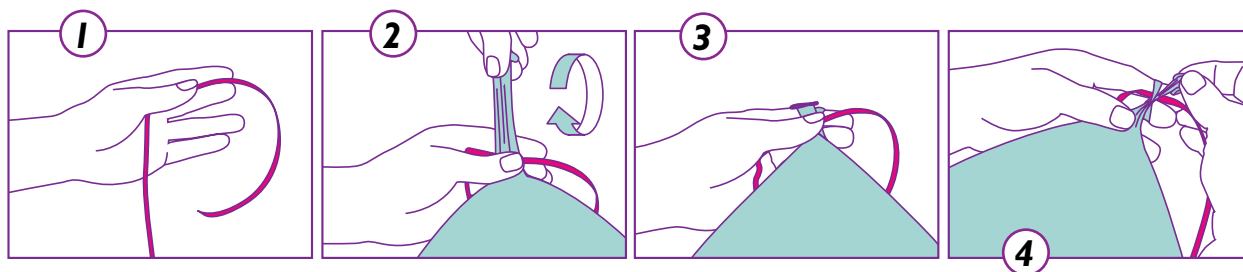
By tying a latex balloon, rather than using plastic discs or plugs, you will not only save time and money, but you will also achieve a better looking result. The following instructions will show you how to tie a latex balloon quickly, easily and efficiently:

Tying the balloon in this manner has several benefits:

1. Once you've perfected the technique, you'll find that it's faster than other methods.
2. Your balloons will look much more attractive without a plastic disk.
3. You'll reduce your costs by dispensing with disks.
4. You'll improve the float of your balloons by eliminating the weight of the disk.
5. You can pull the loose ribbon end to adjust the height of your balloons in an arrangement with ease. You don't have to remove them to shorten the ribbon.

**Note!** Do not use this technique for balloons that will be taken outside. Wind can pull the balloon off of the ribbon.

If a balloon is to be taken outside, follow the instructions below, then tie the loose ribbon end around the neck of the balloon to secure it and attach the balloon to a weight so as not to have it fly away.



1. Cut a piece of ribbon to the desired length, plus a few additional inches for tying. Lay the ribbon across your left palm (or your right, if you're left-handed) as shown (figure 1).
2. Place the neck of an inflated balloon across the ribbon (the neck should be pointing upward). Place your thumb over both and hold securely in place (figure 2).
3. With your free hand, stretch the neck all the way around the index and middle fingers of your ribbon hand, ending in front (figure 3).
4. Tuck the neck of the balloon through the circle, along with the end of the ribbon. This will complete the knot. Remove your fingers from the knot and curl the ribbon tail (figure 4).



## Merchandising Anagram Balloons

Many balloon purchases are “impulse buys.” Make the most of this opportunity by putting Anagram balloons where shoppers will notice them. Make it easy for your customers to make planned purchases, too, by merchandising balloons according to theme, licensed image, sentiment and color so your customers can pull together the best bouquet for their needs.

### Displaying Inflated Anagram Balloons

- Inflate and place as many Anagram balloons as possible on the sales floor (with store manager approval, of course). The more you display, the more you will sell.
- Make it easy for shoppers to see your Anagram balloon selection. Use packaged product planograms, menu boards, bouquet books, and balloon walls.

*Tip*

Always refill soft balloons to keep them looking their best.



BAKERY



STATIONERY



ADDITIONAL FLOOR SPACE\*



FLORAL\*

\*DISPLAY FOR CONCEPT ONLY.



*Tip*

Feature Anagram Balloons made with **XtraLife™** Technology. These designs hold helium 3–5 times longer than standard foil balloons, reducing the amount of time and helium needed to keep displays looking fresh.



FLORAL THEMED MERCHANDISING

Merchandising matters. Customers make 70 percent of their Anagram balloon purchasing decisions while in the store.



IMPACT IN FLORAL

Create your own **Anagram Balloon Impact Zone** — the space between 3½ and 6½ feet off the floor. This is the most effective area in which to display and sell Anagram balloons.



IMPACT IN HEALTH & BEAUTY

- Devote a little time at the start of each day to checking and freshening your Anagram balloon assortments. If you do a little at a time, you can save yourself from having to straighten out a display that's in complete disorder.
- Create visual impact by grouping related or similar balloon designs in displays.
- Keep inflated balloon displays uncluttered and balloon strings untangled.
- Vary ribbon lengths in displays so that more designs will show.
- Make the purchasing decision easy for your customer — place Anagram product where it is highly visible and easy to reach.
- Make pricing clear. This lets customers know that an inflated Anagram balloon is merchandise for sale, not a store decoration. This is especially important with seasonal and themed balloons.
- Create your own planogram for inflated and packaged Anagram balloons. Develop an in-store display calendar that reflects seasons, community events and the special interests of local shoppers who come into your store. Alternatively, you may ask your Anagram distributor for a copy of the Anagram Retail Calendar.
- Use the Anagram Reel Weight™ on helium balloons as an instant merchandiser. Attach it to fixtures throughout the store, especially the “power wings” on checkout end caps.

## Display the Right Anagram Balloons in the Right Places

Increase your sales by placing Anagram balloons with other products that are related in look or theme:

- **In the bakery department** — display Anagram balloons that coordinate with available cake designs, especially those featuring licensed characters. Also include generic message balloons for birthday, good luck and congratulations, as well as specialty designs. Utilize Anagram Bakery Cross-Promotion stickers where possible.

- **In the floral and gift department** — include assortments for birthday, baby, get well and love sentiments, as well as specialty balloons, and provide examples of how these designs can be incorporated into floral arrangements and gift presentations.



BAKERY



FLORAL & GIFT



BAKERY

- **In the stationery department** — boost add-on balloon sales by featuring birthday, baby, get well, seasonal and specialty designs that complement greeting card categories and sending occasions.
- **In the party supply aisle** — feature Anagram Sing-A-Tune® and other specialty balloons along with birthday and licensed characters for special occasions.
- **At the checkout lane** — merchandise Anagram licensed and birthday balloons to provide ideas for impulse purchases.

STATIONERY



CHECKOUT



*Tip*

Place signs by Anagram packaged balloons to inform customers where and how they can get these products inflated.



PARTY

Rotate featured products frequently to keep your Anagram balloon displays fresh and fun for customers.



## Merchandising Anagram Balloons

ineffective

PHOTO 1A



PHOTO 2A



PHOTO 1B

effective



PHOTO 2B

This section includes photos of both effective and ineffective merchandising presentations. These examples show the importance of a well-planned display and can help you create your own sales-boosting Anagram balloon assortments.

Balloon ribbons in this display are a tangled mess (**photo 1A**). This discourages customers from making a balloon purchase — a selling opportunity lost (not to mention extra work for the store associate who has to straighten the display).

Ribbons on these balloons are tangle-free (**photo 1B**). What's more they're within easy reach, making an add-on purchase simple for even the most hurried customer.

These balloons are bunched too tightly (**photo 2A**). This makes it difficult for customers to see designs that they might like to purchase — another sales opportunity lost.

These licensed balloons in the aisle (**photo 2B**)— give shoppers in this section great ideas for impulse purchases along with other items.

# Merchandising Anagram Balloons

PHOTO 3A



PHOTO 4A



ineffective



PHOTO 3B



PHOTO 4B

effective

Balloons in this merchandiser are bunched up so that the designs are impossible to see (**photo 3A**), even if they do catch the customer's eye at this height. The balloons whose designs can be seen are unfortunately out of reach, having escaped the merchandiser:

In this multi-level merchandising solution, designs are easy for a customer to see (**photo 3B**)... without craning their neck. And when they find the one they want, it's just as easy to pick it out of the display.

Balloon sentiments in this merchandising arrangement do not match the card categories below (**photo 4A**). As a result, the customer has to spend too much time and effort to find a balloon that coordinates with a selected card. What should have been a natural add-on purchase is now much less likely.

These balloons are merchandised by message, and placed directly next to coordinating card sentiments (**photo 4B**). It's a perfect way to help

a customer find exactly the card-and-balloon combination that works for them.

Tip

Use promotional fixtures for your Anagram balloon displays in addition to your permanent merchandisers.

## Frequently Asked Questions



### What are foil balloons really made of?

**answer...** 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?

**answer...** 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.



### What should I inflate a balloon with?

**answer...** 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.



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

**answer...** 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.



### Why did my balloon deflate after a storm?

**answer...** 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.



# Anagram Balloon Glossary

## 18- and 19-inch Balloons

The industry standard foil balloon which takes a variety of shapes, including circles, hearts, stars and squares.

## AirWalkers®

Anagram helium balloon shapes with self-weighting attachments. Unique designs make the most of the way these balloons hover and seem to walk on air.

## Balloon Bouquet

An arrangement of several balloons. A bouquet usually incorporates an odd number of balloons (5 or 7) and features a jumbo or helium shape balloon with coordinating 18-inch printed and solid balloons. The bouquet may be offered as a ready-to-go arrangement or as a packaged selection that is inflated in-store for the purchasing customer.

## Balloon Corral

A corrugated cardboard floor display used to "pen" pre-inflated and weighted balloons. The corral is usually a temporary "in-and-out" promotional display.

## Balloon Regulator

The device on a helium tank that monitors and adjusts the flow of helium into a balloon. In the United States, helium tank regulators are left-hand oriented.

## Balloon Weight

An item specially designed to hold down a helium-filled balloon. Balloon weights come in many different shapes, colors, sizes and materials.

## Coil Tail AirWalkers®

An Anagram specialty product line that features a helium balloon with a tail made of garland, shag coil, or film coil. The weight added by the tail allows the balloon to hover on its own. Coil Tail AirWalkers® can be circles, hearts, or stars.

## Consumer-Inflated Balloons

Products that consumers inflate themselves using air instead of helium. These balloon types include: Anagram U-Inflate™ Shapes and U-Inflate Rally Flags™; Anagram EZ-Fill™ and EZ-Fill Eye-Poppers™; Star Centerpieces; Anagram Bottle Toppers™.

## Decorator/Designer Balloons

A balloon line that includes both solid and patterned products in various shapes and film types. These balloons coordinate with latex balloons and are often used by florists or professional balloon designer/decorators for bouquets, banners, and other specialty creations.

## Doo-Dads™

Anagram specialty balloons with embellishments such as maribou or stickers.

## Drop-A-Line™ Balloons

Anagram specialty balloons with an attached string of graphic cutouts that serves as both decoration and balloon weight.

## Eye Poppers™

Anagram balloon designs that incorporate adhesive bouncing eyes that are attached by the consumer.

## Holographic Balloons

Products made from clear or printed film that creates a light-reflecting, multi-faceted sparkling effect. Holographic films come in over 10 different styles, such as cracked ice and sparkles, which are two of the most popular patterns.

## In-and-Out Display

See Balloon Corral.

## Insider™ Balloons

Double-valved Anagram specialty designs that feature one inflated balloon inside of another. The outer balloon is made of a clear film to reveal the smaller balloon within.

## Insider™ Dangler™ Balloons

Anagram specialty 3-D effect balloons that feature a clear outer balloon and a metallic foil shape hanging inside.

## Jumbo Balloons

An extra-large balloon in one of many basic shapes, including circles, hearts, stars and squares. Jumbo balloons range in size from 32 to 36 inches (uninflated).

## Lighted Panoramic™ Balloons

Anagram specialty balloons that feature a clear front, printed back panel and multi-colored, strobing light stick inside that makes the product blink and glow.

## Multi-Balloons

Designs that feature two or more shapes linked together. When inflated, they create a single extra-large balloon.

*continued next page...*

# Anagram Balloon Glossary

## Quick Reference

### Helium Chart

See page 24

### Helium Tank Information

See page 5

### Selecting and Attaching an Anagram Reel Weight™ and Reel Weight™ Adapter

See page 7

### Inflating Anagram Helium and Specialty Helium Balloons

See pages 8–9

### Tying a Latex Balloon

See page 11

*continued from previous page...*

### Non-Foil Balloons

Products made from clear, non-conductive film. These balloons are ideal for use in bouquets and displays in situations where electrically conductive foil balloons are not allowed.

### Personalized Balloons

18-inch balloons that come with alphabet stickers. These designs allow the consumer to add a name or special message.

### Planogram

A custom diagram for retail stores that illustrates how and where products should be displayed on fixtures.

### Pre-Inflated Balloons

A small air-filled balloon on a stick that ships inflated and ready for sale. Designs include 9- and 4-inch circles, hearts, stars and squares, as well as 14-inch shapes.

### Sing-A-Tune® Balloons

Anagram specialty balloons with built-in sound chips that play music, character voices and sound effects.

### Solid Color Balloons

A foil or latex balloon printed in one color without any added graphic design.

### SuperShape™ Balloons

Anagram specialty designs featuring large, intricate and unique shapes.

### UltraShape™ Balloons

Anagram balloons made with three panels that give the balloon a true 3-D appearance.

### Wire Rack

A type of fixture commonly used for permanent balloon displays. There are many types of wire racks, including various models for packaged and inflated balloons.

### XtraLife® Technology

A proprietary Anagram manufacturing process that enables foil balloons to retain helium three to five times longer than standard foil balloons.

# Anagram Balloon Gallery\*



18"/45cm



9"/23cm or 4"/10cm  
Air-Filled



AirWalkers®



Coil Tail  
AirWalkers®



Insider™



Mini Shape

Multi-Balloon



Sing-A-Tune®



SuperShape™

\* Products not shown to scale, for reference only.

# Bring Balloons

Put a Smile on Someone's Face



## September is International Balloon Month!

By merchandising Anagram balloons in multiple areas of your store during the high-traffic back-to-school shopping season, you can take advantage of a great opportunity to capture incremental balloon sales, while encouraging your customers to **bring balloons and put a smile on someone's face.**

Contact your Anagram Balloon Distributor for details on special promotions and visit [www.IBAonline.net](http://www.IBAonline.net) for more information on **International Balloon Month.**

## Sell more balloons with XL®



Look for the XL® mark!

Foil balloons made with XtraLife™ Technology retain helium three to five times longer than other foil balloons. They stay full and fresh-looking longer, so they sell better!

Look for the XL® mark on Anagram balloons, in catalogs and in online product descriptions.

Always ask for balloons made with XL® when talking with your Anagram distributor.



©2011 Anagram International, Inc.

**BARBIE** BARBIE and associated trademarks and trade dress are owned by and used under license from Mattel, Inc. © 2011 Mattel, Inc. All Rights Reserved. **DINOSAUR TRAIN** © The Jim Henson Company. All Rights Reserved. **DISNEY** © Disney **FINDING NEMO** © Disney/Pixar **WINNIE THE POOH** © Disney. Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard. **HELLO KITTY** HELLO KITTY® IS A TRADEMARK OF SANRIO CO., LTD. © 1976, 2011 SANRIO CO., LTD. USED UNDER LICENSE **NICKELODEON** © 2011 Viacom International Inc. All Rights Reserved. Dora the Explorer, SpongeBob SquarePants, and all related titles, characters and logos are trademarks of Viacom International Inc. SpongeBob SquarePants © 2011 Viacom International Inc. All rights reserved. Nickelodeon, SpongeBob SquarePants and all related titles, logos and characters are trademarks of Viacom International. Created by Stephen Hillenburg. **SHREK** Shrek TM & © 2001 DreamWorks L.L.C. **SPIDERMAN** MARVEL, Spider-Sense Spider-Man: TM & © 2011 Marvel Entertainment, LLC and its subsidiaries. Licensed by Marvel Characters B.V. www.marvel.com. All rights reserved. **STRAWBERRY SHORTCAKE** Strawberry Shortcake™ and related trademarks © 2011 Those Characters From Cleveland, Inc. Used under license by Anagram International, Inc. American Greetings with rose logo is a trademark of AGC, LLC. **THOMAS THE TANK** A BRITT ALLCROFT COMPANY PRODUCTION Based on The Railway Series by The Rev W Awdry © 2011 Gullane (Thomas) Limited

The trademarks AirWalkers®, Bottle Toppers™, Doo-Dads™, Drop-A-Line™, Eye-Poppers™, EZ-Fill™, InLiners™, Insiders™, Panoramic™, Rally Flags™, Reel Weights™, Scene Setters™, See-Thru™, SuperShapes™, U-Inflate™, UltraShapes™, XtraLife® and all related designs and marks are owned by Anagram International, Inc., M&D Industries International, Inc., and Amscan, Inc. unless otherwise indicated. All Rights Reserved. Patents #7,799,399, #7,551,061 © 2011 Anagram International, Inc. All Rights Reserved. Sing-A-Tune® is a registered trademark of Sing-A-Tune balloons. US and foreign patents issued and pending. XtraLife® patent pending. Printed in the U.S.A.

Anagram International and M&D Industries continually improves and updates its products and services. Products, prices and availability are subject to change without notice.

This publication © 2011 Anagram International, Inc. All Rights Reserved.

# Helium Chart

## Helium Chart

Use this chart to estimate helium needs  
for all Anagram International balloon products.

<b>BALLOON SIZE</b>	<b>Avg. Volume (cu. feet)</b>	<b>Avg. volume (cu. meters)</b>	<b>Avg. Float at 900-ft. elevation (grams)</b>	<b>Avg. Min. Weight Required (grams)</b>
18-inch Circle.....	0.47	0.001	4.0	8
18-inch Heart.....	0.44	0.01	3.7	8
18-inch Square .....	0.53	0.02	4.4	8
19-inch Star .....	0.45	0.01	3.5	8
18-inch Junior Shape (sizes vary).....	0.60	0.02	4.4	8
20-inch Circle.....	0.66	0.02	6.7	8
20-inch Heart.....	0.71	0.02	7.7	8
24-inch Circle.....	1.03	0.03	13.4	15
24-inch Heart.....	0.98	0.03	31.1	35
26-Inch Circle (see-thru).....	1.43	0.04	21.4	25
Jumbo Circle .....	2.80	0.08	48.3	50
Jumbo Heart.....	2.63	0.07	43.4	45
Jumbo Star .....	2.52	0.07	39.6	40
Jumbo Square .....	3.22	0.09	58.0	60
Sing-A-Tune® Circle & Hearts .....	1.98	0.06	18.5	25
SuperShape™ (sizes vary) .....	1.30	0.04	varies	20–50
SuperShape™ Clusters.....	1.40	0.04	9.5	50–80
UltraShape™ .....	1.10	0.03	9.0	50



# Bouquet Ideas!

## Endless Possibilities!

Anagram's extensive variety of balloons make it easy to create any number of balloon bunches and bouquets! Here are a few great ideas for this season that can be updated every season with Anagram's new products.



Contact your Anagram balloon distributor today or visit [www.AnagramBalloons.com](http://www.AnagramBalloons.com) to view our latest selection of balloons and bouquets.

Find Anagram Balloons on Facebook.



# Balloon Guide

**Anagram International, Inc.**

A division of Amscan®

7700 Anagram Drive

Minneapolis, MN 55344-7305 USA

Main Phone: (952) 949-5600

Fax: (952) 949-5609

Customer Service: (800) 554-4711

[www.AnagramBalloons.com](http://www.AnagramBalloons.com)

**Amscan Asia Pacific**

Unit 1, 9-11 Butterfield St

Blacktown NSW 2148 Australia

61 (2) 9621 0222

Fax: 61 (2) 9672 7070

email:

[anagram.australia@anagramintl.com](mailto:anagram.australia@anagramintl.com)

**Amscan International, Ltd.**

Brudenell Drive, Brinklow

Milton Keynes, England MK10 ODA

44 (1908) 288 500

Fax: 44 (1908) 288 501

[www.amscan.co.uk](http://www.amscan.co.uk)

email:

[anagram.uk@anagramintl.com](mailto:anagram.uk@anagramintl.com)

**Amscan Japan Co., Ltd.**

1-1-11, Kita-Shinagawa

Shinagawa-Ku, Tokyo 140-0001 Japan

81 (3) 3458 3060

Fax: 81 (3) 3458 3066

email:

[amscan.japan@anagramintl.com](mailto:amscan.japan@anagramintl.com)

**C. Riethmüller GmbH**

Postfach (P.O. Box) 1522,

73223 Kirchheim/Teck,

Dettinger Straße 148,

73230 Kirchheim/Teck

Germany

Phone: +49 (7021) 926 140

Fax: +49 (7021) 926 108

[www.riethmueller.de](http://www.riethmueller.de)

email: [sales@riethmueller.de](mailto:sales@riethmueller.de)



24074



These and other fine products are available through our National Network of Independent Distributors. Please contact Anagram or your local servicing distributor for assistance.

