

## **Basic Balloon Terms**

**Foil Balloon** - A balloon made from a thin plastic sheet coated with a metallic finish to give a balloon its foil-like appearance. Foil balloons will float longer than latex balloons. Foil balloons conduct electricity and therefore should never be released outdoors. They can become entangled in power lines and cause damage to the lines or power outages.

**Latex Balloon** - A balloon made from latex rubber, a naturally elastic material. Latex balloons are porous so they will not float as long as foil balloons. Float times can be increased by adding HI-FLOAT to helium filled Latex balloons. Latex is a 100% natural material and does not conduct electricity, making Latex balloons a better choice for outdoor use. Latex balloons may cause an allergic reaction to people with latex sensitivities.

**Non-Foil Balloon** - A balloon made from a clear or opaque, non-conductive film. Non-Foil Balloons do not conduct electricity so they make an exciting alternative in situations where foil balloons are not permitted.

**Non-Packaged Balloon** - Non-Packaged, or Flat Balloons are sold without packaging and are ready to inflate with helium. To prevent the balloon inks from fading over time, store non-packaged balloons in their original box and away from direct sunlight. Do not store non-packaged balloons in an area that is extremely hot, wet or has extreme humidity. Doing so can cause the printed surfaces to adhere to one another.

**Packaged Balloon** - Packaged Balloons are in individual packs and ready to display on a peg style fixture. Handle packages with care so the balloons do not become damaged. Do not store packaged balloons in an area that is extremely hot, wet or has extreme humidity. Doing so can cause the printed package and balloon surface to stick to one another.

## **Balloon Style Definitions**

**Air-Filled Balloons** - Sometimes referred to as pre-inflated or sticks balloons, Air-Filled are foil balloons filled with air and attached to a stick with a balloon cup. A variety of manufacturers, sizes, shapes and sentiments are available; including popular licensed character designs. They ship inflated.  
*Approximate sizes: 2 inches, 4 inches, 7 inches, 9 inches and 14 inches (un-inflated).*

**AirWalkers** - Anagram helium balloon shapes with self-weighting attachments. They appear to "walk" as they lightly skim the ground. Instructions included.  
*Approximate size: sizes vary*

**Drop-A-Line Balloons** - Anagram foil balloons with a string of graphics that serves as both decoration and balloon weight. Instructions included.  
*Approximate size: Balloon - 24 inches (un-inflated), assembled height 54 inches.*

**Helium Saver XL Balloons (HeXL)** - Anagram's line of foil balloons that require less helium. Less helium equals a 20% helium savings per balloon. Balloon designs are only 4% smaller than standard foil balloons and are manufactured using Anagram's patented XtraLife technology.  
*Approximate size: 17 inches (un-inflated).*

**Holographic Balloons** - Balloons printed on light reflecting films to produce color-enhancing and sparkling effects. Holographic balloons come in several dazzling patterns to choose from. A variety of manufacturers, sizes, shapes and sentiments are available.  
*Approximate size: sizes vary*

**Jumbo Balloons** - Extra-large foil balloons that offer a Jumbo impact. A variety of manufacturers, sizes, shapes and sentiments are available.  
*Average size: 24-36 inches (un-inflated).*

**K Light Balloons** - Conver's line of foil balloons that require less helium. Helium usage is as follows: round 20% less, square 17% less, heart 14% less, star 15% less, and flower 15% less.  
*Approximate size: 18 inches (un-inflated).*

**Latex Balloons** - All-natural balloons available in solid or printed patterns. Latex balloons do not float as long as foil balloons. Float times can be increased by adding HI-FLOAT to helium filled Latex balloons.  
*Approximate sizes: 11 inches, 16 inches and 3 foot (inflated).*

**Non-Foil Balloons** - Balloons made from films that **Do Not Conduct Electricity**. They make an exciting alternative to foil helium balloons. A variety of manufacturers, sizes, shapes and sentiments are available in unique see-through, full color and waterproof designs.  
*Approximate size: 17 inches and up (un-inflated).*

**Non-Foil Balloon Styles:**

**Clearly Metallic** - Anagram balloons with silver metallic ink printed on clear film for a foil stamp effect.

**Clearview & Super Clearview** - Conver balloons made from transparent film in standard and jumbo.

**ColorBlast XL** - Anagram balloons made from non-metalized, extra bright XtraLife film. ColorBlast are available in 21" extra bright designs.

**Gellibeans** - Conver balloons made from non-metalized nylon film in full, solid and pastel colors. All designs are waterproof.

**Gellibeans Neon** - Conver balloons made from non-metalized nylon film in full color that glow when placed under a UV blacklight. All designs are waterproof.

**See-Thru** - Anagram balloons made from clear film in a variety of sizes and shapes.

**Personalized Balloons** - Anagram balloons with alphabet stickers allow the consumer to personalize their balloon with a name or special message. A variety of sizes, shapes and sentiments are available; including popular licensed character designs.  
*Approximate size: 18 inches (un-inflated).*

**Prism Balloons** - Conquer balloons made with a special design which gives the appearance of holographic film even though it is made on a regular, metalized film.

*Approximate size: sizes vary*

**Say & Play Balloons** - Anagram specialty balloons that can record a 10 second personalized message before the music plays. Press and hold button to record then tap balloon to play back. Musical Say & Play Balloons are easy to use and re-recordable. Instructions are included.

*Approximate size: 32 inches (un-inflated).*

**Shape Balloons** - Non-round, uniquely shaped balloons in fun designs. A variety of manufacturers, sizes, shapes and sentiments are available; including popular licensed character designs.

*Approximate size: Shape sizes vary.*

**Sing-A-Tune Balloons** - Anagram specialty balloons with built-in sound chips that play music, character voices and sound effects. With a simple tap to the inflated balloon, it will play a well-known popular song that is appropriate for the balloon sentiment. A variety of sizes, shapes and sentiments are available; including popular licensed character designs.

*Approximate size: 28 inches and up (un-inflated).*

**Standard Foil Balloons** - The industry standard, the most popular size of helium-filled foil balloons. A variety of manufacturers, sizes, shapes and sentiments are available; including popular licensed character designs.

*Approximate size: 17-19 inches (un-inflated).*

**Xtra Life Balloons (XL)** - Anagram's line of balloons made with their XTRALIFE TECHNOLOGY that stay fuller and look fresher longer. XL balloons retain helium 3-5 times longer than non-XL foil balloons. XL balloons are available in most shapes and sizes.

**3-Dimensional Balloons** - Add another dimension to the fun of helium balloons with dimensional balloons. These foil and non-foil balloon designs take on a 3-dimensional shape for a truly unique balloon. A variety of manufacturers, sizes, shapes and sentiments are available; including popular licensed character designs.

*Approximate size: 15-24 inches (un-inflated).*

### **3-Dimensional Styles:**

**Bubble Balloons** - Qualatex balloon made of stretchy, see-through plastic. Bubbles inflate perfectly round and have a beach ball-like appearance. Inflation instructions included.

**Orbz** - Anagram balloon made to be over-inflated to create a spherical, beach ball shape. Includes inflation gauge for ease of use.