

Balloon Program Tips

- Have balloons inflated, ready to purchase every Saturday. 50% should have a "Happy Birthday" message.
- Develop a schedule for servicing and replenishing helium balloons in your store. For example, designate every Saturday morning as the day to restock and refresh balloons with helium.
- To increase sales, position inflated balloons throughout your store. Boost add on sales by placing appropriate balloon sentiments near items likely to be purchased for that sentiment. For example, Baby near baby items and floral, Get Well near pharmacy and floral, Happy Birthday in bakery and close to register, etc.
- If using a balloon corral, make sure ribbons are low enough to reach but high enough to not be in customers' faces.
- We recommend seasonal balloons are ordered early for the best selection and to ensure product is received in time to display for the holiday.
- For foil balloons, we recommend attaching the balloon weight sticky tab to the opposite side of the inflation opening on the balloon tail before inflating.
- Helium is sensitive to hot and cold and will expand or contract in extreme conditions. Please keep outdoor conditions in mind when inflating balloons. For example, an inflated balloon taken outside to extremely cold conditions will seem to lose helium but when it is returned to normal temperatures, it will expand back to its original shape. The opposite is true in hot weather. If a balloon is inflated to the maximum size and taken outside to very hot conditions, it could burst from the expansion of helium.
- Order your air-filled stick balloons early to avoid issues with the extreme heat during the summer months. When temperatures are at their peak, shipments containing air-filled stick balloons may be delayed.

