



ANAGRAM EASY.

Quick – Easy – Smart Solutions
for Your Balloon Program

Grocery/Floral Balloon Guide



1 Float balloons between 4' and 7' from the floor.
Product placed in this "impact zone" sells best.



2 Clearly price all inflated and packaged balloons.
Let customers know your inflated balloons are for sale and not just a decoration.



3 Keep inflated balloons untangled by floating them at different heights.
Anagram's EZ Weight™ creates easy to shop displays and can maximize impulse sales.



4 Develop a regular schedule for servicing and replenishing balloons throughout the store.
Fresh displays sell better. Anagram's XtraLife™ Technology balloons will reduce labor and helium consumption because they stay inflated 3-5 times longer than standard foil balloons.

Care and Use of Balloons

- Use a regulator with an automatic shut-off for foil balloons and a foil balloon inflation tip on helium tank
- Tie ribbon below the inflation hole to allow for re-inflation if necessary
- Avoid excessive folding or crushing of balloons while they're in storage as unnecessary wear and tear can impact the float life of a foil balloon

