

# DOUBLE YOUR PROFITS double YOUR PROFITS with Qualatex®

issue: **11**

## Add Value & Impact with Qualatex MasterBow® Ribbon

To keep assembly time to a minimum, gather the materials and read through the instructions before beginning.

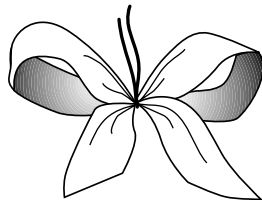
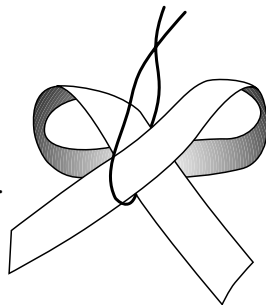
**Labor:** About 5 Minutes

**Materials:** 1-3 Styles of Qualatex MasterBow Ribbon  
Qualatex MasterBow Maker (Optional)  
Thin, Binding Wire (Optional)

Make a striking statement with a little ribbon and a lot of imagination!

### Figure-8 Bow Instructions

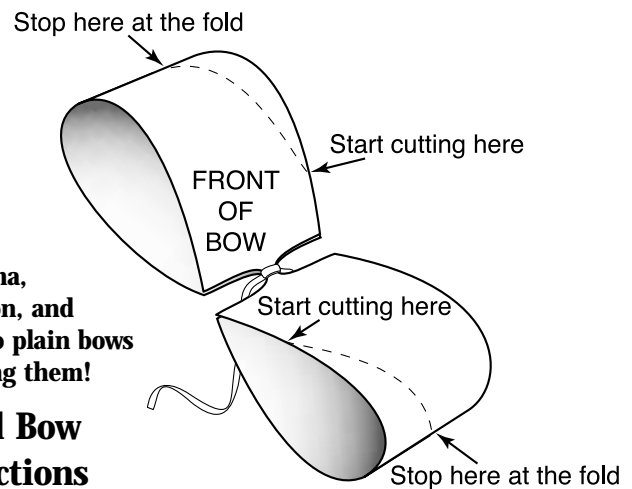
- 1 Hold a length of ribbon 6" (15cm) from the end with your thumb and middle finger.
- 2 Make a loop and slightly angle the ribbon to the left.
- 3 Make another loop of the same size by bringing the ribbon underneath. Angle to the right. Both tails should be at the bottom and loops at the top.
- 4 Secure with thin, binding wire in the center.



### Tips

- Add bow "collars" to 24" (61cm) and larger balloons for great grab-and-go gifts that offer big impact and big profits.
- Show customers how to give everyday items in their homes a fresh look. Display candlesticks, vases, and baskets adorned with Figure-8 Bows.
- Decorate mantles, front doors, and banisters with seasonal ribbon to inspire add-on holiday sales.
- For elegant table decor, run long ribbon tails out from a centerpiece and over the edge of the table. Pin small, Figure-8 Bows to the ribbon tails for an even more lavish effect.

Create perfectly coordinated ensembles from top to bottom by combining Qualatex MasterBow ribbon and Qualatex balloons. Qualatex MasterBow ribbon is available in more than 300 styles to enhance everyday and seasonal celebrations. Plus, it adds color, impact, and value to your balloon arrangements and decor, and multiplies your sales potential.



Add drama, dimension, and energy to plain bows by spiking them!

### Spiked Bow Instructions

- 1 Make a bow.
- 2 Hold the bow with the knot and tails facing away from you (back of bow). Starting about halfway down, cut the front part of the top loop at an angle and stop at the top of the curve.
- 3 Turn the bow around (same side with the knot and tails still facing away from you), and cut the other loop the same way.
- 4 Fluff the bow.

### Tips

- Glue Spiked Bows to the tops of hats for various holidays. For example, add a sparkling red, white, and blue Spiked Bow to a top hat for patriotic events. Tuck in flags and Microfoil® Stars and fly a bouquet of helium-filled balloons above for a spectacular centerpiece in minutes.
- Create quick door decor using Spiked Bows and 9" (23cm) Microfoil balloons. Simply choose the ribbon to coordinate with the balloon of your choice, make a bow, and flatten it out slightly. Fill the balloon with air, heat seal, and tape the tail to the back of the balloon. Cool glue the balloon to the center of the bow, and place on door to tell customers or guests that "the party's here!"
- Sell Spiked Bows as "grassy" bases for spring and sports-themed decor. Make a Spiked Bow with green ribbon, then add eggs and rabbits, footballs, or golf balls to create an easy, make-ahead balloon weight for Easter, Father's Day, Super Bowl® parties, and more.

## Benefits

### Create Ready-made Ensembles

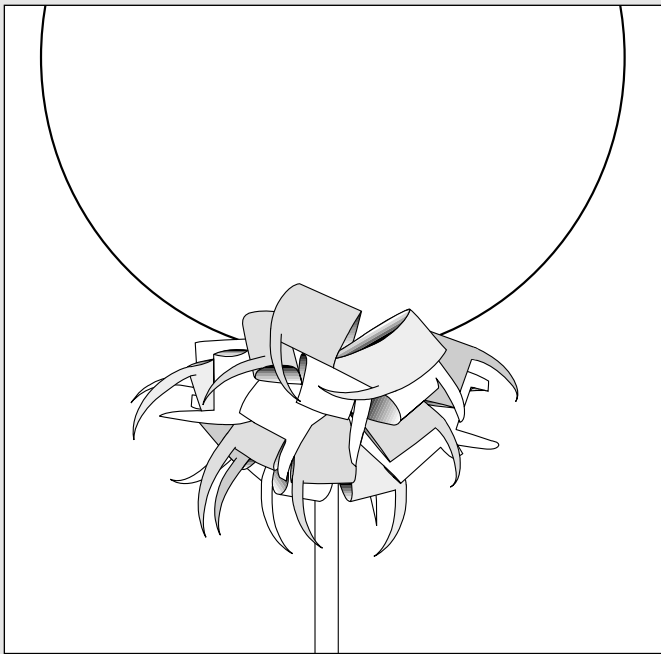
When combining Qualatex MasterBow ribbon with Qualatex balloons, include Qualatex Coordinates ceramic mugs and glassware for ensembles that are easy to make, sell, and deliver! Combine all of these great products in your store displays to catch customers' attention and encourage sales.

### Add Value to Deliveries & Decor

Coordinating bows and ribbon add a touch of elegance, drama, or even whimsy to deliveries and decor. Adding ribbon creates a higher perceived value for your customers, who will return again and again for your unique (and coordinated) balloon creations.

### Enhance Your Offering

Ribbon is a natural partner for balloons. When taking a delivery order or meeting with a potential decor client, be sure to include ribbon in your design suggestions. Tell brides how you'll create lavish pew bows to perfectly match their wedding colors; encourage a corporate party planner to include bows on wreaths, as tree toppers, and centerpiece bases at a holiday party; and suggest bows as everyday bouquet bases and decor accents, and as additions to plush, floral arrangements, and plants.



### Spiked Bow Collar

To convert a #40 Spiked Bow into a collar for 3' balloons, omit the #40 tails, then add one, extra-long, coordinating #9 ribbon tail before cutting the bow's center notch. Using curling ribbon, tie a firm double knot around the notched area of the bow, leaving enough extra curling ribbon to tie around the balloon neck. Spike the bow (as described on page 1), then fluff the loops **toward** you with the curling ribbon knot facing **toward** you. Turn the bow "upside-down," tie to the balloon using the curling ribbon, then arrange loops as desired. **NOTE:** The #9 tail should hang below the balloon from the center of the bow. Simply attach the tail to a weight using curling ribbon.

## Tips

- To spike only part of a bow containing two different ribbon styles, make the bow, then fluff it. Spike individual loops as desired following steps 2 and 3 of the Spiked Bow Instructions on page 1.
- Combine Qualatex MasterBow ribbon with Qualatex balloons *and* Qualatex BalloonRibbon. Available in 25 vibrant colors, BalloonRibbon provides high quality, superior strength, two versatile sizes, and a smooth, elegant, easy-to-curl finish.
- Suggest Qualatex MasterBow ribbon in flocked, poly, lacquered, and metallic styles for outdoor use. These styles are weather-resistant and great on mailboxes, lampposts, fences, and doors.
- For arrangements that will be shipped, place small paper cups or empty paper rolls in the loops of the bows, or stuff with tissue paper. Your bows will hold up during shipping without a lot of added weight.
- Discover everything you need to start a profitable bow program with the Qualatex MasterBow system. The system includes the Qualatex MasterBow maker, an instructional videotape, marketing support materials, a Qualatex MasterBow ribbon swatch book, and great bow ideas to turn ordinary ribbon into extraordinary creations.
- Create beautiful, consistent bows every time with the Qualatex MasterBow maker. Make bows ranging from 6" to 16" (15cm to 40cm), featuring up to three different ribbon styles, in just minutes!
- Cover a simple ceramic tile with a bow for a balloon weight that's easy-to-make, great-looking, and highly profitable. To make more elaborate bases, cool glue a piece of dry foam to the tile before attaching the bow, then insert Microfoil balloons, silk flowers, or ting ting.
- Display bows both inside and outside of your store to illustrate the different sizes, styles, and prints available. They're a great way to decorate, attract attention, and increase sales.
- Pre-make bows months ahead and store them unfluffed in bags. Simply pull out and fluff when needed.
- When making bows for a big job, make extras and save in a box or bag. You'll always have a bow for that last-minute gift or delivery!
- **NOTE:** Do not spike wired ribbon, as the wires will pop balloons.

**For the complete line of Qualatex MasterBow ribbon, Qualatex BalloonRibbon, and the Qualatex MasterBow maker, see *The Very Best Qualatex* catalog. To receive a FREE copy, go to "Catalog Request" on [MasterBow.com](http://MasterBow.com) or [Qualatex.com](http://Qualatex.com); call 1-800-570-6761 (press 3) or 316-685-2266; or contact your Qualatex MasterBow distributor.**

Do you have a ribbon idea you'd like to share? Send your ideas to Pioneer Balloon Company, c/o Double Your Profits Tips, 5000 E. 29th St. North, Wichita, KS, USA, 67220. You may also e-mail your ideas to [contactus@qualatex.com](mailto:contactus@qualatex.com).

Visit our Web site at [Qualatex.com](http://Qualatex.com).



**THE  
Very Best  
BALLOONS**