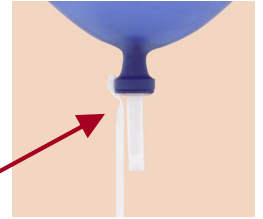




Success Stories



ProLite® Balloon Valve ▶

For easy distribution of helium-inflated latex balloons.

ADVERTISER: Gabby's Lost Goldmine, a theme restaurant.

OBJECTIVE: To promote the restaurant's Tuesday Kid's Night and build customer loyalty.

PRODUCT: 9" Round Goldenrod Qualatex® latex balloons with ProLite® Balloon Valves. The restaurant's logo was printed on one side and details of the Kid's Night festivities were printed on the second side.

DISTRIBUTION: The helium-filled balloons were given to children throughout the week. As servers came around to each table, they pointed out the details on the balloons so each family would be well informed about the Tuesday Kid's Night.

RESULTS: The balloons entertained the children and generated good will among all customers. Sales volume on Tuesdays increased 22% within the first month of the promotion. One manager said, "We couldn't believe that the small investment in these balloons led to such great sales results." Because children carried the balloons out of the restaurant, the balloons served as "walking advertisements" for the restaurant and its Kid's Night.

For additional product information, see the current *Pioneer Line* catalog or visit www.pioneerline.com