



Since 1936, promotional products distributors nationwide have counted on the Qualatex® brand of balloons to answer a wide variety of advertising needs. Whether they're neighborhood stores or Fortune 500 companies, our customers have come to rely on Qualatex – a name they know they can count on. Superior quality, unsurpassed service, and more than 70 years of product innovations ensure your advertising message is conveyed in the most creative and cost-effective way possible.

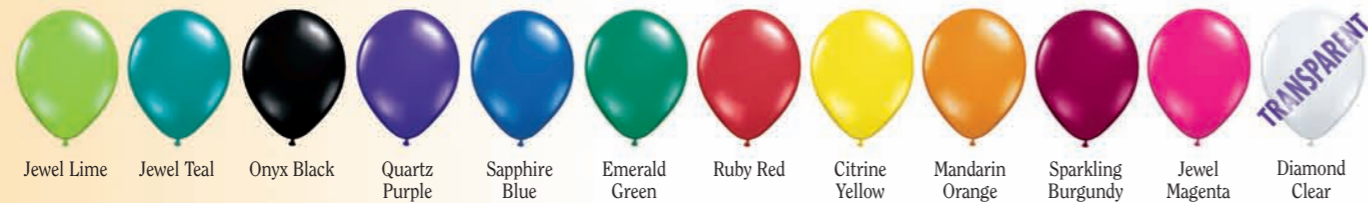
We also reinforce our commitment to making sure you're completely satisfied with the Qualatex SATISFACTION GUARANTEE! We will replace – **FREE OF CHARGE** – any Qualatex latex balloons, Microfoil® balloons, or balloon accessories that do not perform to the high standards you've come to expect over the years. For more details, contact your local promotional products distributor.

Qualatex Latex Balloon Colour Chart

STANDARD COLOURS



JEWEL COLOURS



FASHION COLOURS



Due to photography and colour printing processes, product colour of latex balloons may vary from the colour chart.

White ink is recommended for dark-coloured balloons, while dark ink, such as Blue or Black, is recommended for light-coloured balloons.

Latex Balloon Colour Chart Qualatex

PASTEL PEARL COLOURS



METALLIC COLOURS



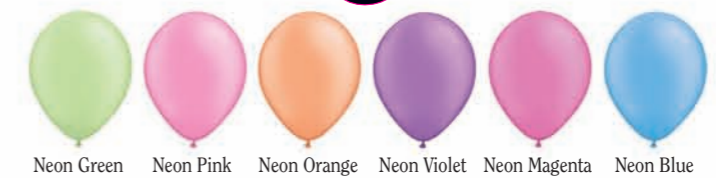
RADIANT PEARL COLOURS



RADIANT PEARL COLOURS



NEON COLOURS



SUPERAGATE® COLOURS

Due to their unique production, Qualatex SuperAgate® balloons vary in colour and marbling.



Latex Balloon Assortments Qualatex



Standard Assortment
Dark Blue, Green, Red, Yellow, Orange, & Pink



Standard Assortment with White
Dark Blue, Green, Red, Yellow, Orange, Pink, & White



Radiant Jewel Assortment
Quartz Purple, Sapphire Blue, Emerald Green, Ruby Red, & Citrine Yellow



Contemporary Assortment
Orange, Tropical Teal, Goldenrod, Rose, Spring Lilac, Lime Green, & Periwinkle



Jewel Assortment
Quartz Purple, Sapphire Blue, Emerald Green, Ruby Red, Citrine Yellow, Mandarin Orange, Jewel Magenta, & Diamond Clear



Fantasy Assortment
Jewel Magenta, Jewel Teal, Quartz Purple, Jewel Lime, Sapphire Blue, Citrine Yellow, & Mandarin Orange



Rainbow SuperAgate Assortment
Blue, Green, Red Orange, Yellow Orange, & Pink Violet

Have it YOUR Way!
Qualatex latex assortments are for serving general decor and delivery needs.



IMPRESS II gives a crisp, clear imprint. Bold solids and the reproduction of fine details are achievable.

IMPRESS II Photo Print

2" x 60" AdWave® balloons shown.

3" x 50" AdWave balloons shown.

AdWave Balloons Qualatex

Available in Two Sizes!

Standard Colours: Pink, Pale Blue, White, Dark Blue, Green, Red, Yellow, and Orange
Jewel Colours: Onyx Black, Quartz Purple, Sapphire Blue, Emerald Green, Ruby Red, Citrine Yellow, and Mandarin Orange

These additional colours available in 2" x 60" only:

Fashion Colours: Wintergreen, Goldenrod, Rose, Spring Lilac, Lime Green, Mocha Brown, and Gray

Neon Assortment: Neon Blue, Neon Green, Neon Pink, Neon Orange, Neon Yellow, Neon Violet, and Neon Magenta

AdWave balloons are for air inflation only. Since inflation by mouth can be very difficult, nitrogen cylinders are recommended for quick-and-easy inflation of AdWave balloons.



Globe balloons are a unique Qualatex® product. Printed on all sides with a map of the world, they add effective impact to all kinds of promotions.

AdFlair Balloons

Qualatex AdWrap® Balloons



AdWrap balloons

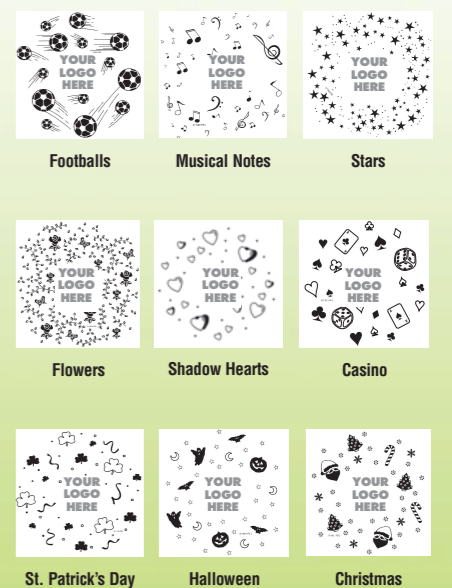
increase your message visibility and are ideal for a wide range of promotions. Your logo or message appears four times on the balloon to create a custom image.

Stock AdWrap Balloons
Confetti

Custom AdWrap Balloons

Using symbols unique to your client's product or business, a custom AdWrap design can be created especially for them.

Stock AdWrap Artwork:



Flexographic Printing

is used for quantities of more than 2,500 balloons.



20"

18"

20"

Designed to hang!

18"

Process Print Microfoil balloons are available. Contact Customer Service for details and pricing.

Photo Print Balloons

18"

36"

20"

Screen Printing

is used for small-quantity orders.

Camera-Ready Art

Customer-supplied artwork should be camera-ready and no smaller than 4"x4" (10cmx10cm) for latex balloons, and 6"x6" (15cmx15cm) for Microfoil® balloons. Art will be sized to the maximum imprint area of the balloon selected.

Laser-Generated Art – should be minimum 300dpi at size indicated above.

Black-and-White Line Art – (i.e. graphics and text) that is sharp in detail and not folded, wrinkled, etc. Fax transmissions are not considered camera-ready art.

Type, Rules, and Outlines – Factory cannot guarantee reproduction of fine serif and script type smaller than 8 points. Bold sans-serif fonts are recommended for type smaller than 6 points. No type should be less than 4 points. Avoid outline and shadow-effect fonts. All rules and outlines should be 1 point or greater.

USA Custom Print

Two, Three, Four, and Five Spot Colour Print Art – There must be a minimum of 1/16" (1.6mm) to 1/8" (3.2mm) separation between colours due to movement during printing. Artwork must be submitted as black-and-white, "colour-separated" line art. A separate piece of art for each imprint colour, including registration marks, is required. Also include a colour composite print of the art. Due to the unique challenges involved in printing on latex balloons, order acceptance will be based on approval of artwork and printing capabilities. Approval of a spec sample may be required. See separate sheet for pricing and minimum order requirements.

Microfoil Screen Print – There must be a minimum of 1/4" (6.4mm) to 3/8" (9.5mm) separation between colours due to movement during printing. Order acceptance is based on approval of art. Additional separation may be required depending on complexity of the art. Approval of a spec sample may be required.

Greyscale, Halftone, and Screened Art – must be submitted "separated" with one piece for solid areas and one piece for screened areas, including registration marks. Both pieces of art need to be solid (not screened). Include a composite print of how the finished art is to look. An art charge will be assessed for any art not complying with these requirements. Order acceptance is based upon approval of art.

Photo Prints – require a reproduction-grade 5"x7" (13cm x 18cm) photo with good contrast. A light background with images as large as possible within the frame will give the best result. For photos of people, the shot should end just below the shoulders with little or no background. Art charge applies to all Photo Print balloons. 3' (90 cm) 1 colour only, 2 sides print available. Virtual proof must be signed before order is placed. Please allow 4 to 6 weeks for order.

Electronic Art

E-mail Artwork Guidelines to (qartwork@qualatex.com) – The files must be line art/vector image in Photoshop (psd, pdf, jpeg) or Illustrator AI. **Corel Draw files must**

be exported as **Illustrator AI or EPS files.**

Type must be converted to curves or paths. Distributor name and purchase order number must appear in the subject line of the e-mail. **Note: Any e-mail file not meeting the above requirements will not be considered camera-ready art, may be assessed an art charge, and may require additional production time.**

File Names – Please do not save the files with names such as Artwork, Balloon, Balloon Art, doc 1, logo etc. Please save the file in reference to the actual job (ie. McDonald's logo, Children's Services, Queensland Govt., etc.).

Font – If we do not have a specific requested font, type must be converted to curves or paths, or that font must be e-mailed to us at qartwork@qualatex.com.

Production – Production time is 3-5 working days minimum. Production scheduling is based on first in, signature-approved, and completed orders. Production will not proceed until the art proof has been verified by signature by the customer.

Special packaging and large quantities (i.e. 100,000 2-sided etc) – require longer lead-time for scheduling.

Print Schedule – is completed by 10 a.m. on the day prior (i.e. Tuesday print schedule is completed Monday 10 a.m.).

Art Charges

Art charge – will be assessed according to time, difficulty, and amount of materials used when supplied art is not camera-ready. Notification will be made when an art charge is necessary.

Additional art charge guidelines

– these are only "guidelines". The additional art charge amount cannot be assessed until the art arrives at Qualatex Pty. Ltd. The amount of time, adjustments or manipulations varies with each art piece.

Typesetting

No charge to set straight-line copy if it meets the following requirements: Straight-line copy is defined as

- 1) five lines or less;
- 2) no more than two different typestyles; and
- 3) no more than two sizes of type.

Three to four short lines of copy are recommended. Abbreviations, capitalisation, and punctuation will be followed as shown on your order, so please print clearly. If a typestyle is not specified, the art staff will make a selection for the best effect. Please, wherever possible, provide type of font and style. **Additional Art Charges will apply after the first proof @ \$10.00 per change.**

Dots

Minimum dpi 508 per in / 200 per cm – Art that requires shading will be converted to dots.
– Simple conversions \$10.00
– Complex conversions \$20.00- \$25.00

Low Resolution/Poor Quality Art

Minimum dpi 300 per in / 120 per cm – If the art can be used, \$20.00 to bring art to standard. Any additional adjustment time over 15 minutes is \$20.00 per half hour.

Art Size Requirements

All latex balloons are inflated when printed. Height determines width and width determines height of imprint size. Imprint size cannot exceed maximum height or maximum width.

BALLOON SIZE	MAX. ART SIZE (Height x Width)
LATEX	
5" Round (13cm)	6.4cm H x 6.4cm W
9" Round (23cm)	11.5cm H x 11.5cm W
11" Round (28cm)	12.1cm H x 13.3cm W
16" Round (41cm)	15cm H x 15cm W
3' Round (91cm)	30cm H x 38cm W
AdWrap (Inside)	5cm H x 7cm W
AdWrap / All Overs	
5" (13cm)	10cm H x 10cm W
9" (23cm)	15cm H x 15cm W
11" (28cm)	15cm H x 15cm W
16" (41cm)	17.5cm H x 17.5cm W
18" (46cm)	18cm H x 18cm W
260 Adwave	2.54cm H x 25cm W
350 Adwave	3.2cm H x 25cm W
6" Heart (15cm)	6.4cm Diameter
15" Heart (38cm)	13.3cm Diameter
MICROFOIL – Screen Print	
18" Round & Heart	10" Diameter
36" Round, Heart & Star	15" Diameter
20" Star	10" Diameter

Ink Colours

When choosing balloon and ink colour combinations, consider the effect of the balloon colour when combined with the ink colour, particularly when printing on an assortment of balloon colours. A change of ink may be required for desired result.

White ink is recommended for dark-coloured balloons, while dark ink, such as Blue or Black, is recommended for light-coloured balloons. Colours can be custom blended.

The Pantone Matching System (PMS) colour numbers are used for a point of reference only. Exact PMS colour matches cannot be guaranteed. **Custom ink blends are not inventoried.**

Qualatex Balloon Accessories

AIR INFLATION



Mini Cool Aire
Inflator
#12519



Mini Cool Aire
Dual Pro Inflator
#24620



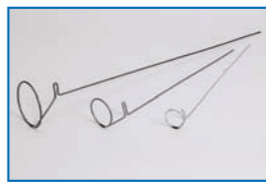
Qualatex Hand
Air Inflator
#21472



Original Cello-Cup™
#47741 (100 ct.)
• All-purpose balloon
holder for 11" latex and
18" Microfoil® balloons
• Unique stem design
accepts all stick
diameters up to 1/4" (.5cm)
• No need for tape or glue
• No sharp edges

Extra Heavy Twistix™ Sticks

#47737 24" (61cm)
White (100 ct.)
#47740 16" (41cm)
White (100 ct.)
• Heavy material prevents
cracking or splintering.
• Superior balloon support
• Use with Original
Cello-Cup.



Qualatex® Stand-A-Balloon Holders
A revolutionary new way to display
Qualatex latex and Microfoil
balloons without helium! Qualatex
Stand-A-Balloon holders are rust
free and can easily be inserted
into the ground or attached to a
corrugated sign. The holders
provide a professional way to
display balloons in an upright
position for extended display
and are available in three sizes.

#62975 Small Stand-A-Balloon
For use with air-filled latex balloons up to 14" or Microfoil
balloons. Instructions included in package. **Packed 10 per
bag.** Balloons sold separately.

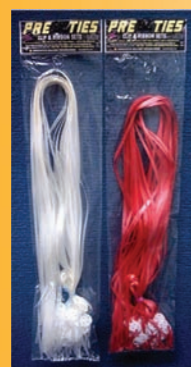
#62976 Medium Stand-A-Balloon
For use with air-filled latex balloons from 16" to 24".
Instructions included in package. **Packed 10 per bag.**
Balloons sold separately.

#62977 Large Stand-A-Balloon
For use with air-filled 36" latex balloons. Instructions
included in package. **Packed 10 per bag.** Balloons
sold separately.



#63705 Car Window Adapter
For use with a **Medium Stand-A-Balloon**
holder. The adapter attaches to a car
window and the Stand-A-Balloon holder
is inserted into the adapter. **Adapters are
packed 10 per bag.** Instructions included
in package. Stand-A-Balloon holders and
balloons sold separately.

HELIUM INFLATION



Pre-Tie Ribbons
#14551 Assorted (50 ct.)
#14552 Black (50 ct.)
#14562 Blue (50 ct.)
#14567 Green (50 ct.)
#14572 Fuchsia (50 ct.)
#14574 Pink (50 ct.)
#14575 Gold (50 ct.)
#14578 Lime Green (50 ct.)
#14579 Orange (50 ct.)
#14580 Purple (50 ct.)
#14581 Red (50 ct.)
#14582 Silver (50 ct.)
#14583 White (50 ct.)
#14584 Yellow (50 ct.)
#14592 Light Blue (50 ct.)



Economy Inflator
#81170
Attaches to a helium cylinder
for inflation of latex balloons.
Simply insert the Economy
Inflator nozzle directly into
the balloon or ProLite®
Balloon Valve.



Balloon Seal with Ribbon
#48790 (100 ct.)
For use with helium-filled
9" and 11" Round Qualatex
latex balloons. Includes
attached, 4' White ribbon.



Premium Balloon Weights .3oz. (8g)
#25799 Assorted Primary Shapes (50 ct.)
Anchors one 18" Microfoil or one 11"
latex balloon.



Premium Heavy Weights™
#43454 Assorted Smile Faces (10 ct.)
#43174 Assorted Red/Pink Hearts (10 ct.)
• Anchors 12 18" Microfoil balloons; 6 11"
latex balloons; or one 36" Microfoil balloon
• Smile Faces in assorted colours
• Small size, large loop for fast assembly
• Child-Safe
© Premium Balloon Accessories



Curling ribbon is available
to coordinate with most
of the balloon colours
on pages 2-3. Contact
Customer Service for details.

Custom Print Catalogue

Qualatex® Advertising Balloons

