



It's Patented!

ZOOM BALLOONS

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Dear

I'm excited about your interest in ZOOM BALLOONS. My home is near the location of the Indy 500 race, and this product was my attempt to take advantage of the crowds walking through my yard each May. The enclosed samples are from the stock decorated for sale here at that time. These are about 3 years old, so the balloons aren't as clear as new.

They've gone well around here, selling by the track, in gift shops, florists, balloon shops, packaging shops, toy stores, drug & grocery stores. Three nice hotels placed one in each room during the weekend of the race. Businesses have bought them as gifts for out-of-town guests, and people have used them in decorations for banquets and parties. They've even been featured on the TV news three times.

The custom-printed balloon orders I've done so far have been ordered by Ad Specialty firms for their clients. They could get good balloons much cheaper than I could, so we dealt accordingly. They had the balloons printed and shipped to me, I made the cars and put them in the balloons, then I shipped them to the client (or the Ad firm). For quantities around 1000, I charged \$.35 each.

One advertising usage involves giving the little car a coupon value, and customers can "trade-in" the car towards the purchase of a pizza, etc. Pizza Delivery places could print "Hot" and "Fast" on the balloon. Courier services; anything involving vehicles are a natural. A furniture place did a piece saying "Test drive our easy chairs."

Opaque balloons can hold an imprinted foam rubber ball, so that popping the balloon reveals the surprise contents. Buzz-Balloons are also opaque, with a lumpy disk inside that make a loud buzzing sound when it spins. If the disk were made imprinted, these would be good for sports applications. We'd have to work out prices together.

Thanks for your interest. Call for further details. I hope we can do business.

Sincerely,

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Marvin Runge

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