

Installation Of 36' Balloon Wall

A typical balloon counter measures 36' long, consisting of nine 4' gondola sections. We will be covering the gondola sections with black Velcro panels.

Each gondola section requires 3 Panel Support strips (total of 27 Panel Support strips). Panel Support strips should be pre-made, measuring 96" x 3" x 3/4". Drilled in 5 locations, equally spaced starting 6" from the ends of the boards.

Materials Needed:

- (27) 3" x 3/4" x 8' Panel Support strips, drilled in 5 locations.
- (9) 4' x 8' x 3/16" masonite panels.
- (1) Roll of Velcro (loop) fabric (30 yards approximately).
- (6) Cans of Super 77 spray adhesive.
- (4) Tubes of Liquid Nails.
- (1) Box of 2" drywall screws - 1lb box.
- (1) Box of 1" drywall screws - 1lb box.

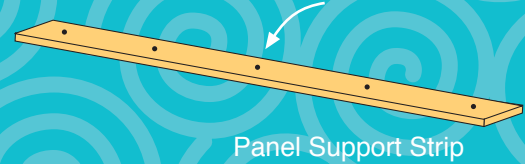
Tools Required:

- (1) Cordless drill.
- (1) Cordless drill with Philips driver bit.
- (1) Caulk gun.
- (1) Tape measure.

Installing the Panel Support Strips: 9

- Run a bead of Liquid Nails along the surface of the board.
- Hold in place along the side of the shelf standards.
- Using a 3/16" drill bit, pre-drill the gondola panel in one of the holes along the board. 10
- Secure with 2" drywall screws.
- Continue to drill and secure until all five locations are secured.
- Repeat this process, applying 3 boards per section, 27 board total.

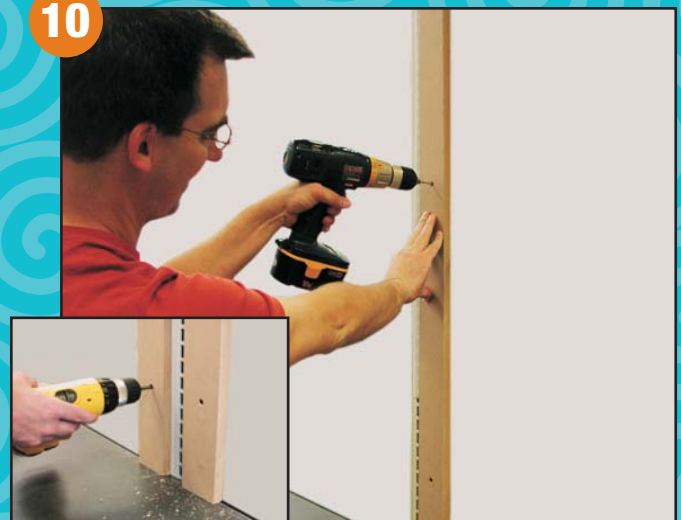
5 equally spaced 3/16" drilled holes.



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Assembly of Velcro Panels:

- Cut sections of fabric slightly larger than the masonite panel.
- Apply Super 77 spray adhesive to the back of the fabric and the surface of the panel.
- Lightly press the fabric in place, fold extra fabric around to cover the edges of the board.

Installation Of Velcro Panels: 11

- Starting from either end, position the Velcro panel over the 3 Panel Support strips of one gondola section.
- Secure Velcro panel using 1" drywall screws.

- Place the next panel tightly to the first and secure with 1" screws. 12

- Repeat process for all 9 panels. 13

- The 18" balloons are to be displayed on the Contour Valance.
- Follow planogram for helium shape balloon wall display.

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Vendors:

Velcro:

MAGIC TAPE CORPORATION
90 Dayton Avenue,
Passaic, New Jersey 07055
800-654-6562
PH: 973-473-8850
FX: 973-546-4112
Contact: Steve Zimmerman

Styrene Plastic:

FIRST TECH
PH: 612-374-8000
Contact: Terry Noonan

Wood, Hardware & Glue:

HOME DEPOT or
Local Hardware Store

Balloon Box:

ARRPACO INC.
2-8 Central Avenue.
P.O. Box 1157
East Orange, NJ 07018
PH: 973-395-4300
FX: 973-395-3908

Balloon Labels:

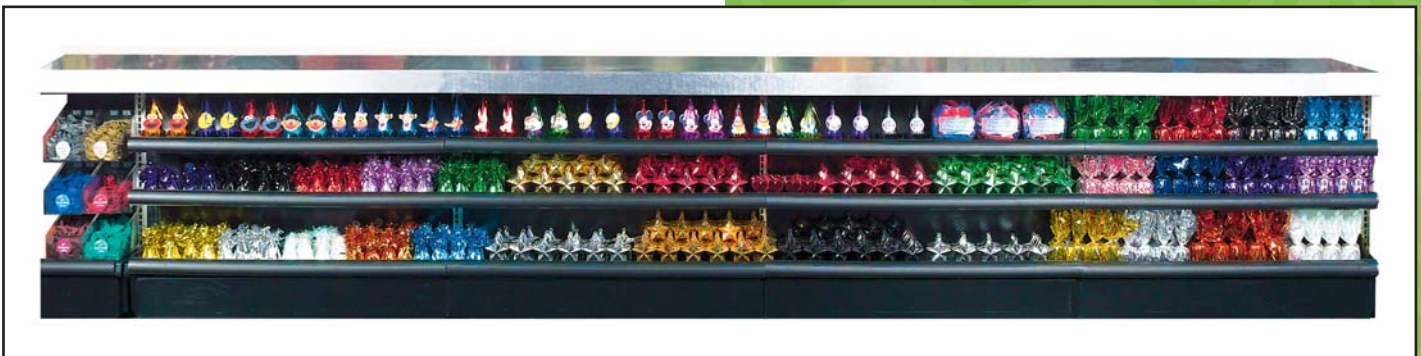
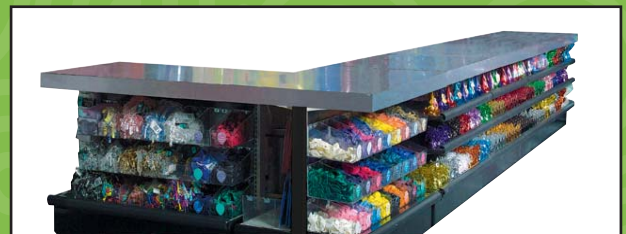
DATA-LABELS.COM
PH: 770-986-0239
Stock #: LC330 (3-1/3" circle)
See Recommendations

Price Labels:

OFFICE SUPPLY STORE
P.Touch Electronic Labeling System
See Recommendations

Balloon Counter:

LOZIER
PH: 703-742-4098
Contact: Ken Cooper



Recommendations:

Balloon labels display the number which refers to a drawer or shelf location and planogram placement. Labels can be printed on any laser printer. Print price and number on each label.

We recommend the P.Touch Electronic Labeling System for applying the price information, which is available at your local office supply store.

