



THE BALLOON INDUSTRY IS COMMITTED TO SUSTAINABILITY



The Balloon Industry – which includes manufacturers, distributors, retailers and decorators -- is committed to advancing our path toward reducing our carbon footprint, minimizing waste, and creating sustainable and eco-friendly products.



EDUCATION & RESPONSIBLE BALLOON USE

“Do Not Release: Inflate. Weight. Enjoy!”

National **SMART** Balloon Practices campaign educates the public about proper use and disposal of balloons through public events, point-of-sale materials, news media, and social platforms. Our message:

NEVER RELEASE Balloons

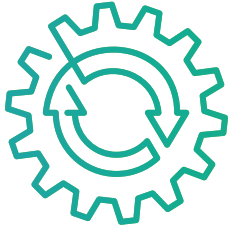
ALWAYS attach balloons to a **WEIGHT**

REUSE or **REPURPOSE** balloons

POP then **DISPOSE** or **RECYCLE**

NEVER Inhale Helium

ECO-FRIENDLY INITIATIVES



RECYCLE

Balloon Recycling programs are being tested at the retail level to allow customers to bring their used balloons back in for disposal or repurposing.



REPURPOSE

Used balloons can be repurposed and used for crafts, art projects, scrapbooking, wrapping paper pom-poms, emergency blankets, packing fill, etc.



REUSE

Foil balloons can be reinflated several times so they can be enjoyed for months!

Reduce Manufacturing Carbon Footprint:

- Installing LED lighting
- Installing state of the art air emission equipment
- Reducing material usage
- Recycling scrap

Low-impact Latex Harvesting

- Rubber trees are “tapped” for the liquid (like harvesting syrup)
- No deforestation - trees are not trimmed or chopped down
- Tree farms create jobs, protect plants & animals, draw carbon from the air.
- Latex balloons are compostable and biodegrade at the same rate as wood fibers

INNOVATION



- Working with power companies to help reduce power outages by creating non-conductive balloons.
- Saving money and reducing the carbon footprint by working with industrial gas companies to extract “lift only” balloon grade helium directly from the ground utilizing a new specialized filtration process. Balloon grade helium is not useable for most commercial, medical and research applications, but it is perfect for balloons!
- Designing balloons that are lighter, stay inflated longer (up to 20 days), and use less materials (up to 25%).
- Creating new styles of balloon displays and décor that do not use any helium.