



Contact: Laura Schlapp  
Director of Marketing  
316-978-6977  
bartoninternationalgroup@gmail.com

### **Barton International Group Partners with Pioneer Balloon Company**

WICHITA, KS – Local product manufacturing/distribution company, Pioneer® Balloon Company, hired Barton International Group (BIG), a student-run consulting firm at Wichita State University, to identify potential new consumer markets for the company. This working partnership has provided strategic market research for Pioneer, as well as providing BIG students with hands-on, real-world experience.

The members assigned to the project conducted research on the U.S. Hispanic market and business development opportunities in areas around the United States such as Los Angeles, Calif; Chicago, Ill; and Houston, Texas.

In addition to field research, members attended the World Balloon Convention held in Dallas, Texas. The World Balloon Convention showcased displays created by domestic and international Certified Balloon Artists<sup>SM</sup> (CBA®). A total of 45 countries were represented this year at the World Balloon Convention and an estimated 3,600 people attended the showcase.

"This project with Pioneer exemplified what we hope to get out of a project with a client," project manager Rob Freeman said. "We were able to expand our member's skills, abilities, and experience while providing Pioneer with valuable market insight and solutions they can utilize to grow their business. Pioneer was exceedingly supportive, even inviting members of our group to attend their World Balloon Convention, which provided a great atmosphere where we could learn about our client and have some fun, too. If given the opportunity, I would love to work with them again."

#### **About Barton International Group:**

Barton International Group is a student consulting firm founded and maintained by undergraduate students of Wichita State University's W. Frank Barton School of Business. BIG's 27 members obtain hands-on experience by partnering with businesses to complete projects that supply companies with a competitive advantage in today's global marketplace. Barton International Group has worked with leading companies such as Coleman Co, MoJack Distributors, and Spirit AeroSystems. To learn more about BIG, visit their website: [www.bartoninternationalgroup.com](http://www.bartoninternationalgroup.com)

#### **About Pioneer Balloon Company:**

Founded in 1917, Pioneer Balloon Company is the world's premier manufacturer of latex balloons, with a diversified range of products that also includes Microfoil® balloons and Bubble Balloons. Headquartered in Wichita, Kan., Pioneer also has additional facilities in the United States, Canada, England, Australia, and Mexico. To learn more about Pioneer, visit their Web site, [www.qualatex.com](http://www.qualatex.com).