



## Water Beads Product Training & Sales Guide

Water Beads are a super absorbent polymer which expands to over 100x its original size in water. Otherwise known as Dragon Eggs, Fairy Eggs, Water Balls, Crystal Mud or Crystal Soil, these innovative beads make a stunning decorative centrepiece or sensory experience.

### Practical Uses Include:

- Place in a Bowl or Vase for a Table Decoration
- Add some Colour to a cut Flower Arrangement
- Use as a Soil Substitute for Indoor Plants
- Table Decoration for a Wedding or Function
- Add Essential Oils to create a Soft Fragrance
- Add a Waterproof LED Light for Mood Lighting
- Stress Relief Bowl on your Work Desk
- Great Outdoor Fun for Kids - Water Fights
- Tactile Learning Tool for Children

Water beads are a form of polymer that absorbs water to become gel beads. This polymer is completely non-toxic and found in common products like cold packs, diapers, sanitary napkins and in water saving soils and potting mixes. Previously this polymer was only produced as a powder which expanded instantly when water came into contact with it. Now they're produced in a solid ball shape using a different manufacturing process. Water beads take much longer to expand than the polymer found in diapers, but they will hold their round shape, rather than becoming a spongy mush.

### Comparing Water Beads with Water Beads

All water beads aren't the same. There are two distinctive types of water beads on the market and it's important to know the differences as you or your customers may have come across the other type and have questions or presumptions about our product.

1. **Pre Coloured Polymer** – This is what we sell. A safe and permanent colouring agent is added to the polymer before the beads are produced. This means the colour is even, permanent, non-staining and won't fade. Although Polymer is certainly not a plastic, you can compare the colour to that of a plastic toy. It can come into contact with any other surface and the colour will not transfer.
2. **Post Coloured Polymer** – We do not sell this! A cheaper manufacturing option is to produce a huge quantity of clear polymer beads, exactly the same as our beads, but to add a powdered food dye to the bag when they are packaged. This means that when the user tips the beads into water they will notice that the water instantly becomes dyed. The beads then soak up the dye which colours them throughout. This means, if the beads are dropped on clothing, wooden furniture or carpet, they may permanently stain the surface. They will also stain skin or almost anything they come into contact with.

We do not carry post coloured water beads, but they are becoming more common in some retail stores. It's important to know the difference as you may come across a customer who has bought them before and has some nightmare story of a stained wedding dress from a dropped bead at the reception. Be assured our products will not stain or transfer colour in any way.

## Safety First

Although Water Beads are non-toxic and generally considered safe, it's important to know what hazards they may present. As with any small product a choking hazard may be present if inhaled. Please read and understand this safety advice.

### Water Beads & Snow - Precautions & Safety Information

This product is Non-Toxic and 100% Colourfast. Unlike other similar products on the market our water beads and snow will not stain, however they should be treated as water and not allowed in contact with moisture sensitive surfaces or electrical appliances. Do not keep expanded product in direct sunlight

#### CAUTION

- Do not dispose of water beads down the drain. Do not place in fish tank or waterway
- Keep out of reach of young children - May present a choking hazard.
- Do not swallow or eat this product. Do not consume any discarded water.
- Slip Hazard – Avoid beads on floors and hard surfaces.

Product is NON-TOXIC but is not suitable or fit for human or animal consumption. For personal hygiene purposes we recommend washing your hands thoroughly before and after contact.

This product is Non-Toxic and 100% Colourfast. Unlike other similar products on the market our water beads and snow will not stain, however they should be treated as water and not allowed in contact with moisture sensitive surfaces or electrical appliances. Do not keep expanded product in direct sunlight.

The following information relates to LED Lights and other products we sell.

### Other Products Precautions & Safety Information

**LITHIUM BATTERIES:** (in some LED Lights remote controls) KEEP OUT OF REACH OF CHILDREN. Choking Hazard. LITHIUM POISONING HAZARD. Swallowing a Lithium Battery CAN BE FATAL. Call 000 immediately if swallowed and request ambulance for immediate life threatening event. Fire Hazard. Can Self Combust if Damaged. IATA Restricted Item (International Air Transport Authority). Not suitable for Air Freight or Airline Check-in Baggage. May be permitted in Carry-On Luggage subject to airline restrictions and requirements. Lithium Batteries are Common & Safe when installed & used correctly. **This also applies to any other lithium flat coin batteries in other common devices in your home.**

**ALL OTHER PRODUCTS:** when unsupervised KEEP OUT OF REACH OF YOUNG CHILDREN. Small Parts may present a Sharp Item or Choking Hazard. Bowls are Glass & can break if dropped. Plastic Bags & Packaging may present a Choking Hazard. Alkaline Batteries may leak if left installed and unused for long periods. Dispose of device if installed battery leaks. Discard broken items and packaging materials appropriately.

**Insure Children are supervised AT ALL TIMES when using or accessing any of our products**

If you're selling to a school, care centre or large organisation they may require an MSDS Form or Material Safety Data Sheet. These forms are available for download from our website in PDF format. It can be emailed or printed and handed to your customer for their risk assessment department to read.

**Download MSDS Forms at <http://www.wholesalewaterbeads.com.au/msds>**

That may all sound a bit scary, but the main point to tell people is to take the same care as you would with any small items around your children.

## **Who Buys Water Beads**

Although Water Beads have a serious function, such as filling a flower vase or a table centrepiece at a wedding, you'll find most end users are buying them for a completely different purpose. Entertainment. Kids buy them because they're fun, teenagers buy them to throw at each other, and adults buy them to put in a bowl on their desk to run their fingers through and relieve stress.

Your customers are kids, teenagers, adults, aroma therapists, school teachers, students, pensioners, labourers, care workers, uncles, aunts, grandparents, etc, etc. Just like a food vendor, water beads will sell at any show, fair, fête, market, shop or fundraiser. We have sold them very successfully at royal shows, Spiritual fairs and craft shows, weekend markets and more. Our vendors sell at various markets across Australia, food & wine shows, home shows and even Sexpo.

## **Create a Killer Display**

Depending on your market, it's important to remember to display the products for your target market. If you have 5 bowls of water beads on display, each with a bunch of flowers in them you will sell some. Unless you're a florist, ditch the flowers! Fill the bowls to the brim and a little brightly coloured sign that says FEEL ME and you will sell heaps.

They are a fun, simple and if displayed well, will sell themselves. The more you put in, on or around them, the less you will sell. Keep your display bright, bold and simple.

The best way to display water beads is in shallow wide bowls, with one colour per bowl. Display each colour and have a dry packet on display so people can see how they come. You can stick a single flower in one of the bowls as an example and have some in a small container with a few drops of essential oils to give people another usage idea. Add a little "Smell Me! I have 2 Drops of Essential Oil Added!"

Use an LED light in one of the bowls to attract attention. We use flat round disc mains-powered LED lights under the bowls to avoid having to change batteries every second day. These can be bought at IKEA or electrical stores for around \$60 for a set of 4. Buy a sheet of coreflute from your local hardware and cut 2 identically sized pieces big enough to sit all of your glass bowls on. Cut round holes the size of the LED disc lights in one sheet and sandwich them together to conceal the wires and make a flat. This will allow you to sit your bowls on top of the LED lights without them moving or falling off.

Create a multi-level display with either a stepped table, some bricks covered in a cloth or different sized bowls. Make sure the display is inviting and open so your customers and their kids can reach the beads and play with them. It's important your customers feel invited to touch. No touching will mean no sales!

Ensure your price points are clearly displayed so people don't need to ask the price. It's important to remove any obstructions between your product being seen and bought.

## Recommended Price Points

You can sell Water Beads at whatever price you like. These recommended price points will allow you to maintain a generous margin while selling at an attractive price point. Confusing prices will reduce sales. Nice round numbers are easier to remember and will clearly show a saving if you choose to sell in discounted volumes.

- **Regular Water Beads**
  - \$3.00 per packet or 2 for \$5.00
  - You may also wish to offer 5 for \$10
  
- **Pearl Water Beads**
  - \$3.50 per packet or 2 for \$6.00
  - You may also wish to offer 4 for \$10
  
- **Jumbo Water Beads**
  - \$6.00 per packet or 2 for \$10.00
  - You may also wish to offer 5 for \$20
  
- **Glow-in-the-Dark Water Beads**
  - \$4.00 per packet or 3 for \$10.00, or
  - \$3.50 per packet or 2 for \$6.00
  
- **Instant Snow Powder**
  - \$4.00 per packet or 3 for \$10.00
  - You may also wish to offer 5 for \$15

Always try to offer more than one deal. By offering \$3.00 each or 2 for \$5 for example you have the ability to upsell customers from \$3 to \$5 very easily. By simply saying “Would you like a second packet for only \$2?” you will be able to increase turnover dramatically.

If you choose to advertise \$3 or 2 for \$5, you could still keep another deal, for example 5 for \$10, up your sleeve to upsell the \$5 customer to \$10.

You could also try advertising “Any 2 Packets JUST \$5” with no mention of the individual price. If a customer seems hesitant to purchase 2, then say “Oh you can buy just 1 packet for only \$3”. How you choose to price and approach your sales will depend on your own market. Try one price strategy and keep a tally of visitors to your display vs sales of each price point. Then change the strategy and compare your results.

## Throw Fish!

If you’ve ever seen the sales training DVD which features an American fish shop at a fresh produce market, you’ll know what a difference it makes if you’re fun and energetic. Don’t sit back on a chair and watch people as they walk past your display. Always stand, be active and move around. Talk to people, smile, laugh and generally have fun. People are attracted to the fun and movement as well as the colours and appearance of the water beads.

Literally throwing water beads is a great sales technique. There aren't many retailers who can actually pick up a stock item and throw it at a customer and expect them to laugh and open their wallet. The trick here is to be gentle and fun. But always use common sense. Water beads can be slippery on a hard surface so this is best done on carpet, bitumen or grass. If you throw a bead at someone's face you won't make many friends so only use a gentle underarm toss so the bead falls near or gently bounces off your customer. When someone touches a bead for the first time, toss a single water bead so it lands in or near the bowl, or gently hits their arm or shirt. This works especially well when the customer is already laughing or joking with a friend or has that expression of shock that the beads are wet.

Throw a bead to a child and they will look around in amazement wondering where it fell from. After 2 or 3, let them know you threw it. They will think "I can't believe that person threw it at me! I need these!" You'll get the occasional death stare from a 2 year old, but most kids will love it and think you have the most fun product they've seen all day.

If you can get a bead into peoples hand you'll instantly increase sales. Hold a small bowl of beads and hand one to each person as they walk past. Don't hard-sell the product to them, the product sells itself. All you need to do is say "Here's a free water bead. And here's one for you." as you hand one each to passers-by. This is a very powerful sales technique. Many people will say "Thanks. Wait! What is this! It's wet!" Show them your display and you'll be amazed how many customers buy.

Other people will play with them, drop them or show them around. Then you'll start hearing comments like "Hey! That's those things those kids were playing with back there!" You have their intrigue, and a price point they can't refuse.

A crowd always draws a crowd. All you have to do is get 3 or 4 people looking, feeling and a few "Ooh! Ahh's" and other people will come to see what the fuss is all about.

## Other Sales Tips

Your sales techniques will vary depending on the customers and theme of the location that you're selling at. Try different techniques and make a list of those that work for you and those that don't.

### When a customer is looking at the water beads:

*You:* Have you seen Water Beads before?

**Customer:** **No.**

*You:* They come like this (show packet) and you tip them in water and they expand to make that much. They last 2 or 3 years in a bowl and people can't resist touching them!

We have a couple of specials on today, they're only \$3 for a packet or just \$5 for 2 packets. What's your favourite colour?

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*You:* Have you had Water Beads before?

**Customer:** **Yes.**

*You:* Great! What did you use them for? We now have some new colours. Have you seen the new Jumbo Beads? They're amazing!

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## Extra Selling Features

- Long Lasting
- Hours of Fun
- Tactile Learning Tool
- Stocking Stuffer Gift Idea
- Science Experiment for Kids
- Use them to stabilise a candle in a vase
- Add Essential Oils to fragrance your home
- Great for kids to play with. Won't stain carpets or clothing.
- Watch the beads as they seem to unfold into a brain shape soon after submerging
- Hold a single bead 30cm from your face with 2 fingers. They show an upside down image

## FAQ's

Q. How long do they last?

A. They will last years in the sealed packed. Once you've soaked and expanded the beads they will need to be soaked again every week or 2 to keep their size and they can last 2 to 3 years.

Q. What happens if they get dusty?

A. This won't happen because you will actually be cleaning them every time you re-soak them.

Q: Do they smell?

A: No they come unscented. Just add a couple of drops of your favourite essential oil after you've drained the excess water. They'll fragrance the house for weeks!

Q: Can I put them in a fish tank or pond?

A: We don't recommend this. We've heard horror stories of fish that hate them so much they jump out of the bowl! Some fish will try to eat them and may ingest so much that their delicate digestive system clogs up causing death!

Q: Will they shrink right back down to the original size?

A: Not quite. They will shrink down but they will be a little bigger. If you let them dry out and rehydrate they won't last as long as they would if you keep them hydrated.

Q: Can I stick fresh flowers in them?

A: Yes you certainly can! You may find they get a little smelly or mouldy as the flowers die, so it's best to admire them with the flowers and tip them in the compost with the flowers when they die.

Q: Are they toxic or dangerous?

A: They are non-toxic and safe, but always take care with young children as they may present a choking hazard.

Q: What happens if someone (or a pet) eats them?

A: They're certainly not hygienic and shouldn't be eaten. If a fully hydrated bead is accidentally eaten, drink plenty of water. The polymer will partially break down in stomach acid and pass through. You can add a few drops of essential oil so no one is tempted to eat another one!

Q: Do I leave water in the bottom?

A: If you're putting fresh flowers in the bowl, then yes. But if you're using them as a decoration or centrepiece, drain and discard all the excess water.

Q: What happens if I soak them too long or put them in too much water?

A: The beads will only expand to their maximum size. It doesn't matter how much water you use really. You could tip one packet in 1000 litres of water but you'd have trouble finding them

Q: Can I put them in a swimming pool or bath?

A: No! Definitely No! They will clog up the pool filter! In a bath, they will need to be fished out before you pull the plug unless you want a hefty plumber's bill. We have had people use them in small inflatable pools and that's ok! Just make sure kiddies are well supervised at all times around water beads and water in general!