



Balloon Kings® Now Available as a Franchise

NEW YORK, NEW YORK, USA, January 8, 2019 /EINPresswire.com/ -- [Balloon Kings®](#), a New York-based, full-service balloon retailer specializing in balloon arrangements and décor for events and special occasions, is expanding the universal appeal of balloon art through franchising it was announced today by balloon expert, Gene Nifenecker, affectionately known as "King Gene," owner of the first Balloon Kings® store, located at 207 West 80th Street in New York City.

Balloon Kings® began in 2011, when Mr. Nifenecker left his job as a third generation sign maker to open a retail store for balloon creations on the Upper West Side of Manhattan. Using the discipline he learned in the USMC, a design aesthetic he developed as a hand letterer and sign fabricator, organizational skills culled from years as a small business owner, a passion for customer service, and his own personal sense of fun, "King Gene" launched Balloon Kings® as a retail storefront and order website. "The Balloon Kings® name is plural for a reason," says the "King.". "The company is made up of an amazing team of talented individuals, some of which has been with me for years. We have fun every day, and that joie de vivre is reflected in all we do."

Balloon Kings® stocks over seventy-seven 100% natural bio-degradable latex colors and the largest retail selection of non-allergenic and recyclable mylar foil balloons in the tristate area. Balloon Kings uses long lasting product from top manufacturers like Qualatex, Anagram and Betallic to make any occasion special: Birthdays, Bar/Bat Mitzvahs, Engagements, Weddings and Anniversaries, Baby Showers, Gender Reveal, Holiday & Seasonal. Balloon Kings creates custom arrangements for use at trade shows and corporate events, as well as for celebrities such as Cardi B, Kim Kardashian, Dave Chappelle, and Paris Hilton. The professionally trained design team offers both pre-designed balloon creations and custom designs created in collaboration with clients.

"At Balloon Kings®, we believe that a party without balloons is just a meeting." Says Ana Carter, Balloon Kings Brand Development Manager. "We are always looking to take balloon decoration to another level to make any event truly special, says the "King." "Every Balloon Kings® bouquet, centerpiece, or balloon structure is completely customized for personal or professional use using the highest quality products and designs guaranteed to put a smile on anyone's face."

Balloon Kings® has teamed up with franchise industry expert, Gary Occhiogrosso, founder of [Franchise Growth Solutions, LLC](#), to expand the turnkey Balloon Kings® business model from a single New York location to 10 locations nationwide by 2020. Balloon Kings® franchises are currently available in NY, CT, PA, NJ and along the eastern seaboard.

Mr. Occhiogrosso has over 30 years' experience in franchise development and sales, and was integral to the success of nationally recognized brands including Ranch *1, Desert Moon Fresh Mexican Grille, and brands found under the multi-brand franchisor, TRUFOODS, LLC.

"Any business that brings a smile in today's stressful times is welcome", says Occhiogrosso. "Balloon Kings® is the king of balloon retailers, not only distinguished by their commitment to quality, long lasting, and environmentally friendly products -- but more so by their creative design sense and balloon decor expertise. Balloon Kings® acts as a truly collaborative partner in bringing the "wow" factor to any event at an affordable price."

Occhiogrosso adds, "A balloon business is easy and fun to operate, needs little capital to start, and typically returns high margins. As a franchise, it allows entrepreneurs with a sense of fun to build a successful enterprise, and one with the ability to expand into other areas of eventing and entertainment."

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[ABOUT BALLOON KINGS®](#)

Balloon Kings® is New York's leading balloon supply company offering custom and off-the-shelf balloon bouquets, arrangements and structures. Balloon Kings® uses only the highest quality products designed for increased color and material choice, durability, longer float time and environmental sensitivity. The Company's flagship retail operation is located on the Upper West Side of Manhattan and the website is www.balloon-kings.com

For more information on Balloon Kings® business concept, please visit balloon-kings.com. For information on owning your own Balloon Kings® franchise, please contact Gary Occhiogrosso at 917.991.2465 or via email at info@frangrow.com

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