UNDER THREAT FROM UNNECESSARY BALLOON STICK BAN

Including balloon sticks in the proposed European Single Use Plastic (SUP) Directive will damage the European economy, as a ban will directly impact balloon sales and put tens of thousands of jobs in balloon manufacturers, suppliers and SMEs at risk

13,387 direct jobs

across Europe are at risk*

Source: EBPC member survey (2018)

up to €2.3 billion

the estimated value of European balloon sales*

Source: EPBC research (2018) & Ernst & Young (2014)

1,000s of SMEs

and family businesses and sole traders will also be impacted

- Entertainers, magicians, clowns
- Balloon artists
- Party shops
- Card shops
- Florists
- Wedding planners
- Small family grocery stores
- Cafes and restaurants

Balloon Stick Facts

- Balloon sticks are an important aspect of balloons when used as promotional items
- Including balloon sticks in the SUP Directive is unnecessary and disproportionate
- A subsequent ban will put thousands of direct jobs and other SME livelihoods at risk
- Balloon sticks help promote responsible use and prevent accidental releases / litter and balloons entering the marine environment
- Sticks are generally used with air-filled balloons that do not float, and they can be used multiple times
- Balloon sticks do not feature in beach litter survey data
- They enable children to enjoy balloons responsibly and safely
- European balloon sticks are made from recycled plastic. They are flexible, non-poisonous and shatter-proof to stringent EN-71 toy safety standards
- Wood or bamboo sticks would not meet EN-71 safety standards
- The industry is already working on developing environmentally friendly alternatives

EUROPEAN BALLOON & PARTY COUNCIL

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