

By Party Equipment Rental People  
For Party Equipment Rental People

# PERL™ Party Equipment Rental Letter™ Volume 1, Issue 7 October 1997

Party Equipment  
Rental Letter  
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The Party Equipment Rental Letter is published ten times a year for \$149 per year by Perfect Party Consulting Services, LLC, 5448 SW Anhinga Ave., Palm City, FL 34990. Tel. 561-220-8346 Fax 561-220-3181 kklarin@bigfoot.com Articles, news items, opinions, photographs, press releases and product releases are welcome. We reserve the right to accept, reject, edit or modify material submitted. Written permission must be obtained for reproduction of any material appearing in any issue. Back issues are available at \$15.00 each.  
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## The Amazing Chair

Wanna make a lot of money? All you have to do is market the ALLOYFOLD chair manufactured by Metalspray Engineering Ltd. of Dunedin, New Zealand to U.S.A. rental firms. When they see it,



The ALLOYFOLD Chair — A Mighty 4.8 lbs.

they'll buy it. PERL predicts that the strong, anodized, high tensile aluminum frame used in this chair is going to eventually take over the U.S. market.

Ten years ago, we visited party rental operations in Australia. They all used a similar chair. Unfortunately, the manufacturer at the time went out of business. Chair manufacturers in the United

States didn't seem interested in picking up the technology.

This chair only weighs 4.84 lbs. — about half the weight of similar chairs with a steel frame. Furthermore, they stack very tightly. It is a rental person's dream.

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## Kiwis Lead the Way

Do you really think the U.S.A. leads the world in rental industry innovation? If so, think again. In August, *Perl* had the good fortune to accompany a group of ARA past presidents to the New Zealand Hire Association convention and trade show. This country of only 3.6 million people is way ahead of us in several areas.

If this issue looks like a pictorial, it's because that ancient Chinese guy who said, "A picture is worth 10,000 words," knew what he was talking about. No description could possibly illustrate products



Hirequip's Drive Through Concept

and displays as well as these photographs. However, we'll do our best. They contain a wealth of good rental tips.

Although the beauty of the country and the friendliness of the people were overwhelming, nothing was as impres-

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**"Some smart entrepreneur is going to snap it up, and they're gonna make a lot of money!"**

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reaches its destination, and everybody waits 'till everybody else gets off? That's what it's like there. Here the bus has problems unloading because we all push to the front. There they can't unload because everybody



wants to make sure everyone else departs in comfort. Americans (yours truly at the head of the list) need more examples like this.

To add insult to injury, on the way back from New Zealand, we stopped in Las Vegas for the ASD/AMD surplus show. The details are in the article on page 2. The point is that it was one more opportunity to sniff around and see what's happening. So don't hide your head in the sand. Get out there and dig out the new stuff!



## The Amazing Chair

*(Continued from page 1)*

Metalspray originally manufactured the chair using McCourt seats and backs. However, in order to avoid the high costs of importing these, they developed their own mold. The firm uses a UV stabilized polypropylene, and claims it is virtually indestructible. The fact that it has a smooth rather than textured finish also makes it easier to clean, although small scratches and smudges may be more apparent. There is a single hole in the seat to aid drainage.

The legs have a sledge (U-shaped) design which provides maximum stability on all surfaces. The rear leg assembly is bent to provide more comfort when sitting at a table. By the way, the firm markets banquet table legs made of the same material.

A heavy-duty, pliable nylon clip is also available to gang the chairs together for row seating.

It is interesting to note that the chair is also available with an upholstered seat



**Store Them in Cages and Move Over 100 at a Time With a Fork Lift**

at a slight additional charge — something that's never been done in the U.S. Colors are white, cream, brown, green, black, burgundy, blue and royal blue. Tables are white



**ALLOYFOLD Chair With Upholstered Seat**

and grey. The frames are only available in the natural, bright aluminum finish. However, table legs are painted.

The chair has been tested by Industrial Research Limited. They secured a 55-kg weight (app. 120 lbs.) to the seat and fixed the rear leg bar to the floor with pivots and a side brace to prevent lateral movement. The front leg bar was raised 50 mm (app. 2 inches) above the floor and allowed to drop. This was repeated 4000 times at the rate of 25 drops per minute. Upon inspection, no permanent distortion or damage was noted. Other tests were equally impressive. But the ultimate proof of the product's strength is that virtually every firm we visited in New Zealand uses this chair to the exclusion of all others of the same type. The manufacturer's claims of the product's indestructibility must be close to true.

PERL is convinced that the introduction of this chair would be a valuable addition to rental inventories. With this in mind, we will be promoting the product to domestic suppliers at the Eastern and Western Conferences and the A.R.A. Convention. Some smart entrepreneur is going to snap it up, and they're gonna make a lot of money!



**Or Store Them in a Loft**



**Even This Old Man (Bob MacFarland) Can Lift a Bundle of Ten in Each Arm!**



**There's No Concern About Storing the Chair Outside**

## Maywood Introduces New Table

Maywood Furniture Corp., 800-238-6797, 201-845-6517, has announced the introduction of a 72 inch round table made from one piece of 5/8 inch plywood — no seams. It has a crimped aluminum edge. At 55 pounds, it is un-

believably light. Most tables of this size weigh in up to 95 pounds. A similar product is available in a 30 X 96 inch banquet table at only 44 pounds as compared to up to 70 pounds.

Can you imagine what these weights would be if combined with Metalspray's aluminum legs?