Every year, 30k balloon remains are found along US coastlines. Balloons in the ocean can cause choking, entanglement, and gum up the insides of seabirds, causing them to starve. Balloons are a top 10 source of marine debris and the number one leading cause of death to seabirds, therefore it is imperative that consumers find more responsible ways to celebrate moving forward.

Our products, the Latex Lad and the Mylar Mate, solve party pollution by robustly attaching a distributed counterweight to the balloon. Both products consist of an injection molded silicone adapter, 4.5 feet of silicone tube, and an injection molded silicone inflation valve. Our product is ALSO more fun, 100% reusable, and easier to assemble.

Our products offer a failsafe, reusable alternative to traditional mylar and latex party balloons. We believe that a simple, easy-to-use design that interfaces smoothly with existing balloon products is the best way to reach the largest number of consumers and therefore have the maximum positive environmental impact. Lastly, while our product uses more material than a traditional string, it negates the need for the currently mandated balloon counterweight, making our products plastic-neutral.