

Inflation Services



Dinklaker's Inflation Services is a thriving niche marketing company: by concentrating on a small but well defined service – blowing up party balloons – Dinklaker's succeeds where other inflation firms that feature a broader range of services fail. Plus Dinklaker's puts its inflators through a rigorous training program. Because its employees often perform their services on-site, they are trained to work under the harshest imaginable conditions. In the pictured scenario, a trainer instructs Inflater Gerard Meptang how to inflate a standard nine-inch balloon after his host has plied him with six Jell-o Shooters. So successful has Dinklaker's been that it is regularly referenced in Harvard Business School's "Advanced Micromarketing" class.