



NEWS RELEASE

For Immediate Release

22 August, 2023

ULTRAMAGIC BALLOONS & LINDSTRAND BALLOONS USA ANNOUNCE ALLIANCE AND HIRING OF JOHN PETREHN TO LEAD ULTRAMAGIC USA OPERATIONS

(IGUALADA, SPAIN & GALENA, ILLINOIS) — Ultramagic Balloons and Lindstrand Balloons USA, two renowned leaders in the balloon manufacturing industry, announce a strategic alliance benefiting both companies by sharing resources, expertise and capabilities. With a spirit of cooperation, we are positioned to propel both companies to new heights in the US market.

Ultramagic Balloons also proudly introduces John Petrehn as Director of Operations – USA. John is tasked with leading Ultramagic’s renewed focus in US sales, brand awareness and US factory support. John brings invaluable knowledge gained from his long-standing affiliation with Lindstrand Balloons USA, as a dealer, advisor and collaborator – in addition to his experience in corporate, passenger and competitive ballooning. Along with overseeing Ultramagic’s US operations, John will also serve as the liaison for the Ultramagic/Lindstrand Balloons USA alliance.

“We are excited to unveil this new relationship with Ultramagic and the advantages it brings to our dealers and customers. By leveraging resources and expanding our product offerings, we’re staying true to our individual strengths, while embracing new avenues for growth,” said Phil Thompson, President, Lindstrand Balloons USA.

Lisa Kempner, Sales Director for Lindstrand Balloons USA, added: “John has been involved in so many different aspects of our business from the beginning, far more than most realize. We are thrilled that we will continue to work closely together.”

“This alliance between Ultramagic and Lindstrand USA creates unique growth opportunities for both companies in the US balloon market,” said Josep M. Lladó, Ultramagic Balloons Founder and General Manager. “We are very excited to provide enhanced services for our dealers and customers, and with John leading the way, this synergy will reinforce the presence of Ultramagic and deliver exceptional value to our American customers.”

John Petrehn, Ultramagic Balloons, Director of Operations – USA, expressed his enthusiasm about joining Ultramagic and this joint venture between these two companies: “I am honored to join a company with such a passion for ballooning. I look forward to using my knowledge and experience to further the sales and support of the Ultramagic brand in the United States. I am also very fortunate to be able to continue my 25-plus-year working relationship with Lindstrand Balloons USA. I look forward to contributing to the partnership of these two great companies.”

The Ultramagic Balloons – Lindstrand Balloons USA agreement will be in place starting August 22, 2023.

About Ultramagic Balloons

Ultramagic Balloons was founded in 1983 after a balloon adventure in Africa in 1980. With 40 years’ experience in ballooning and a strong team in all areas, the company is present in more than 60 countries and has manufactured over 2,700 balloons. Ultramagic is recognized as the leader in competition and passenger ride balloons and is constantly aiming to provide the highest level of customer service and working to have the most innovative products in the market.

About Lindstrand Balloons USA

Phil Thompson founded Lindstrand Balloons USA in 1994, after having been in balloon manufacturing for over 11 years. Initially, UK built balloons were imported until obtaining a FAA production certificate in 1996. Since then over 800 balloons have been manufactured in Illinois; creating a reputation for quality in workmanship and attention to detail. One of the many things Lindstrand USA is known for is the development of the X-Series balloon in 2003 which has dominated US competition since its introduction. We continually strive to provide the best products and customer service in the US.

For further information or media inquiries, please contact:

sales@ultramagic.com
support@lindstrand.com
Johnp@ultramagic.com