



# ARROW TODAY

First Quarter, 2006

## ARROWVISION

Dear friends of Arrow...

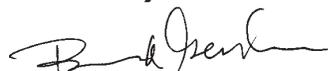
### HAPPY 2006 TO ALL!

Can you believe it, another year gone before we knew it. Arrow now is in its 92nd year, Bob is entering his 60th year, and my 32 years here pale by comparison. Like so many businesses in this industry ours is a family business, three generations of Gershons, and now even second generations of some of our employees. We like to think of our employees as a family, our Arrow family that helps us serve our many customers.



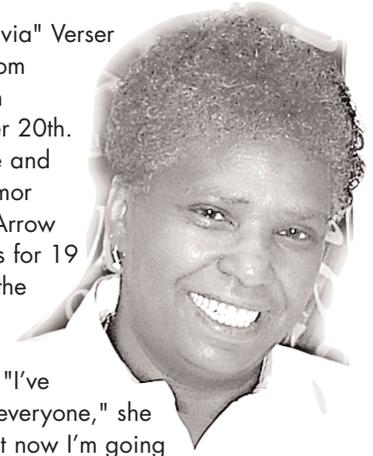
This past year another of our long time employees Sylvia Verser retired after 19 years. This marks the second time in the past two years that we have seen a valued member of our team retire because last year it was Mylon Mitchum after 19 years. Although Mylon still helps us part-time, these two events mark a tremendous loss of knowledge, experience, and leadership. The good news is that we anticipated these retirements, and we have welcomed several bright new people to our Arrow family.

As is our practice, and now with even greater focus, we will instill in our new team members our belief in delivering the highest quality service to our customers, in caring about our environment, and our community. We will provide them with continued training, the latest proven industry technology, and a great working environment. Arrow is a family business, a people business. Sure we clean and press clothing, but we can never lose sight of the fact it's really all about our people (employees) providing excellent service to other people (our customers). This is our motto and we live it every day: **"With every customer, every employee, and every garment, Arrow cares"**.

  
**Bruce A. Gershon**  
President/CEO

### RETIREMENT MEANS A REST FOR MISS SYLVIA

"Miss Sylvia" Verser retired from Arrow on December 20th. Her smile and good humor greeted Arrow customers for 19 years at the customer service counter. "I've enjoyed everyone," she said, "but now I'm going to rest up for awhile. No more early snowy mornings for me!" Miss Sylvia received a custom coverlet signed by her co-workers and hand-monogrammed with the Arrow logo at her retirement party. Reverend Miles brought in a large platter of barbeque ('it was an effort to bribe her to stay') and she was surrounded by her husband, children and grand children on her retirement day. She will be missed.



### DO YOU KNOW?

- An average cashmere coat requires the soft undergrowth hair fibers from approximately 30 goats that are raised in the Kashmir region of northern India. Another name for cashmere is "pashmina." Cashmere is fragile and needs special handling to clean.
- The steps required to process a laundered shirt includes: sorting, washing, spotting, starching, shaking, pressing, touch-up, button replacement, inspection, assembly and bagging. Eleven separate steps! (National Clothesline, Dec. 2005)



## ARROW TIES UP WITH "THE KNOT"

We are headquarters for members of the Prestige Preservation Program, as endorsed by "TheKnot.com," so you can celebrate your bride with an Arrow gift



certificate for gown preservation! The estimated median age for first marriages in the United States, years 2000 to 2003, was 27 for men and 25 for women. If a 2006 wedding is looming in your family's future, be sure to arrange for the bride's gown preservation at Arrow.

## "PERC" AND "GREEN EARTH"

Since the 1930s, perchlorethylene, also known as 'perc,' has been the most common chemical used in the dry cleaning process. According to GreenEarth Cleaning, 85 percent of the dry cleaners in the country currently use perc in their operations. Perc has been an industry standard for such a long time because it effectively dissolves grease and oil stains from fabrics. In addition, it does not shrink clothing.



**GREENEARTH**

Perc produces solid waste that the EPA considers toxic to human health and the environment. Because of this, perc is regulated by both the Environmental Protection Agency (EPA) and the Occupational Safety and Health Administration (OSHA). In fact, dry cleaners that use perc in the United States are classified as "generators of hazardous waste."

The GreenEarth Cleaning solution is a solvent made from water, sand and carbon dioxide. The solvent has a silicone

base which is the same base solvent used in many cosmetics. Because it is made from non-hazardous elements, the GreenEarth solvent is also considered non-hazardous.

The machinery most used with the perc solution is not compatible with the GreenEarth Cleaning system. To adopt GreenEarth, a dry cleaner must invest in all new machines which is a large investment.

Bruce Gershon notes the following about Arrow's garment cleaning services: "The methods we use to clean customers clothing are based on the manufacturer's recommendation and our own extensive experience. We have protective safety and quality standards associated with the use of perc in our plant. We have installed the GreenEarth cleaning system. Also we use petroleum (aka 'hydrocarbon' – or standard – solvent) plus we will wet-clean garments if appropriate."

Gershon and his management team stay abreast of industry research worldwide. For example, the Halogenated Solvents Industry Association (HSIA) recently has reported results of a study of 46,000 people in northern Europe which found that dry cleaning workers exposed to perc did not face increased risks for a variety of cancers. The researchers, five European epidemiologists, conducted the study on behalf of HSIA and the Danish Medical Research Council.

## FUR STORAGE TIME COMING SOON!

Your magnificent mink...your luxurious lynx...your fabulous fox...Are you planning to protect your furs during their downtime? You may not realize that your

fur(s) are dirty – but in nature, the animals themselves would see to the cleaning! You can clean and store your fur for just \$59.95 at Arrow. Our temperature-controlled fur vault keeps your fur jacket or coat in tip-top condition for the next season – and we can make small repairs while the item is in storage! Give Arrow a call today to learn more 816-931-2452!

## ARROW TRUCKS HAVE A NEW LOOK

Arrow recently finished updating the route services trucks



with new, brighter graphics. These rolling reminders travel the city every weekday. Like the look? Let us know!

## ARROW'S MISSION STATEMENT

### • OUR PURPOSE

Arrow Fabricare is a customer-focused business, dedicated to providing exemplary dry cleaning, laundry, and specialty cleaning services that consistently meet or exceed our customer expectations with total satisfaction being our ultimate goal

### • OUR BUSINESS

Arrow team members have a business objective to achieve consistent, error-free, industry-leading workmanship, with each team member's daily responsibilities being carefully managed for superior results

### • OUR EMPLOYEE COMMITMENT

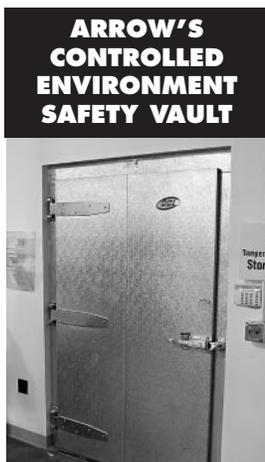
Arrow will strive to expand each employee's personal skills and professional horizons by educating all employees to learn and use industry proven processes for performing daily tasks in a safe, diverse, and friendly work environment

### • ENVIRONMENTAL

Recognizing the need to improve on long-standing dry cleaning practices, Arrow is committed to purchase and use equipment and chemicals that are tested and proven to provide optimal clothing care while being safe for the earth's environment

### • VALUES

Without exception, the Arrow family business is dedicated to its employees' professional growth and to its customers' overall satisfaction because **"with every garment, every employee, and every customer, Arrow cares"**



## Customer Information from ARROW FABRICARE SERVICES

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