



ARROW TODAY

Third Quarter, 2006

ARROWVISION



DOES TIME FLY... OR WHAT?

I can't believe that the end of summer and the start of another school year is already upon us. This year both of our kids are in college, and Steph and I are empty nesters.

Speaking of school, here at Arrow beginning in late July, many of our staff began receiving updated training and testing in fabric construction, identification and cleaning methods. Also, some staff members are expanding their knowledge about types of leather, plus cleaning and care of leathers and furs because Arrow's national reputation continues to grow in this area. If you are part of a group that would like to tour our plant, please call our office. We will make the arrangements and I'm sure your group will enjoy the tour.

As always, if you have comments or questions about Arrow, please contact me at my office here because, quoting Harry S. Truman, "the buck stops here."

Bruce A. Gershon
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 President/CEO

MAYBE THEIR PILLOWS NEEDED FLUFFING!

Have you refreshed your pillows recently? Arrow provides down pillows with cleaning, fluffing and additional down. Other types of pillows can be refreshed, too. In a sleep poll conducted by livecomfortably.com for a large manufacturer, both men and women report



sleeping on their sides, but men are more likely than women (21% to 7%) to sleep on their backs and women are more likely than men (27% to 11%) to sleep on their stomachs. Surprisingly, 87% of the poll respondents awoke feeling unready to begin their day! (*Home Textiles Today Extra*, 6/14/06)

T-L-C FOR YOUR DRAPERIES

Unlike clothing, draperies are rarely maintained properly. They add color and texture to their rooms but it is always good maintenance to rotate them, if possible. Dust, airborne pollutants and cooking fumes can combine to create an acidic environment that collects on the draperies for months, or even years, before thought is given to professional cleaning. Sunlight can cause yellowing, fading, a breakdown in the fabric sizing and optical brighteners and it will weaken fibers. For gentle, professional drapery care, trust your draperies to Arrow!

SCHOOL-TIME WARDROBE UPDATES

About this time every year, students of all ages are preparing their wardrobes for the upcoming semester. While much of a young person's casual clothing cache may be ready to rotate into the 'donation' category, classic items will benefit from cleaning and pressing, especially school uniforms. Remember, Arrow will hem slacks and skirts, shorten sleeves and replace zippers!



DID YOU KNOW?

The tufting process used in manufacturing chenille bedspreads provided the inspiration for 90% of today's carpet manufacturing. Though Arrow does not clean carpets, we do clean small area rugs such as braided and woven rugs.

Customer Information from ARROW FABRICARE SERVICES

3838 Troost Avenue • Kansas City, MO 64109 • 800-54-ARROW • 816-931-2452 • www.arrowfabricare.com
 Customer Service Email: beab@arrow-care.com



EGYPTIAN COTTON

Does it really come from Egypt? Yes - but it is grown in other countries, too. Egyptian cotton is long fiber cotton (1-1/4 inch minimum) which allows a fine-textured thread that can be woven into a soft, lustrous fabric. Cotton may be carded to remove shorter fibers, or combed which removes even more of the short fibers. Combed cotton results in a stronger, finer thread which, depending on the manufacturer, can be woven into a silky soft or a crisp linen finish.

Blanc Plume Fine French Laundry, an Arrow Fabricare company, provides fine household linens, such as Egyptian cotton bedding, with the recommended gentle care. Nearly 50 Yves Delorme stores recommend Blanc Plume for the care of their bed linens!

HISTORY OF BRIDAL VEILS

The Romans used veils to symbolize the flame of Vesta, provider of life and goddess of the home.

Speculation is that pre-historic civilizations veiled the bride's face to ward off any evil spirits surrounding a bride as she approached her betrothal. Still others believe veils are a gesture to the ancient tradition of the carrying-off of a bride by the groom, during which he would throw a blanket over her to make

the task more manageable. Today's brides can preserve their own wedding history by using Arrow's bridal preservation services (need we mention that a certificate for this service makes a terrific bridal shower gift?)

IN THE NEWS

The National Clothesline, an industry trade publication, printed a lengthy feature about Arrow Fabricare and Bruce

Gershon in its July, 2006 issue...also, the Summer, 2006 issue of Kansas City Jewish Life ran a four page feature story about Arrow, written by Barbara Bayer, with photos by Ben McCall.

ARROW IS SOOOOOOO COOL!

Arrow's incredibly "cool" fur storage vault is protecting your fur storage this hot summer and fall. When you decide it's finally time to get your fur jackets and coats out of storage, be sure to let us know so we can have them ready for pickup or delivery. One or two days notice is usually sufficient - but if you need something immediately, let us know!

DID YOU KNOW?

Military memorabilia such as uniforms, dress gloves, and hats can be wonderfully preserved in

Arrow's acid-free memory box process. The preservation process includes an inspection for insect and other damage, repairs (if ordered), cleaning, pressing, preservation and sealed packaging in our own memory box with a large "window" for viewing.

WEAR IT AGAIN, SAM

The 'word on the street' is that bridesmaids like Samantha, Morgan and Kiesha are rebelling against the one-time-use, color-perfect but frequently unflattering, bridesmaid dress. Aside from wearing the dresses to a Halloween party, subsequent uses are very limited. "It used to be that everyone dressed absolutely identically," says Millie Martini Bratten, editor-in-chief of Bride's Magazine. "It was a tradition and people wore customary clothes." She points out that today's older bride is much more aware of what their friends are willing to wear - and spend - on a formal dress. "You want to

keep the dress timeless," she says. A top choice is a strapless dress with fitted top and flared bottom in colors such as black, champagne, sage or espresso. It's understated, lovely - and can be re-accessorized to wear again! (source: Charleston Sunday Gazette-Mail 6.18.06)

September Only Offer!

Suede & Leather

CLEANING SALE!

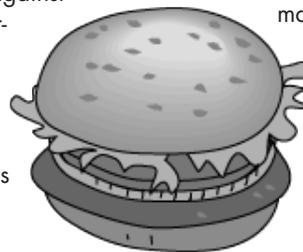
\$34.95

Any Suede or Leather Coat or Jacket...including blouses, school jackets, skirts & pants

Fancy, delicate or designer garments may be excluded.

INCREDIBLE BUT TRUE

The world sends more than 44 billion e-mails a day - not counting spam - according to The Radicati Group. That's more legitimate e-mail in three days than the number of hamburgers sold by McDonald's since it opened in 1955!



"With every customer, every employee and every garment, Arrow cares."



Old Harzfeld's ad courtesy of Guiden-Brown, Honolulu

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