



ARROW TODAY

Second Quarter, 2007

ARROW VISION



TRIP TO ITALY...WORTH THE WAIT!

In celebration of 25 wonderful years of marriage, Stephanie and I took a trip to Italy. We were gone 12 days in all, the longest I've been away from Arrow since our honeymoon. We visited Rome, Florence, Tuscany, Siena, and Venice. I could have made this a business trip, if you consider that nearly 70% of all the dry-cleaning equipment sold in this country is manufactured in Italy, but that wouldn't have been very romantic. For example, the dry-cleaning machine in the leather department at Arrow, our dry-cleaning machine at Blanc Plume, four of our tensioning presses, and of course our state of the art automatic assembly conveyor from Metalprogetti was manufactured in Bologna, and Perugia. Besides that,

there also could have been many opportunities to visit tanneries and leather manufacturers that we have come to know through our contacts in the industry. But again, this was our 25th wedding anniversary, and it was going to be our time to enjoy each other's company in one of the most romantic places on earth.

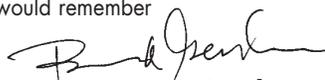
Needless to say, we were not disappointed; Rome was overwhelming with its art and ancient history, Florence was more of the same, incredible art, fantastic fashions, and wonderful little trattorias. I have to confess though; I did have to do a little business in Florence. There is a leather manufacturer that we visited named NOI that has been recommending us for 10 years. I also paid a visit to a quaint little shirt shop named Classico Firenze to discuss a case of unusual shrinkage of a customer's shirt. Mr. G. thought that taking his shirt back to the store where he bought it in Italy was customer service above and beyond his wildest expectation.



Stephanie and Bruce
ALIMENTO FORMIDABILE
IN ITALIA

From Florence we rented a mid-size car, (which is all that will fit on the Autostrata), to drive through Tuscany and to Siena, and if you think people drive crazy in California, you ain't seen nothin'. The Tuscany countryside was breathtaking, the little towns and villages, and the wineries were very neat, but Siena was very strange. Can you imagine a city totally inside of a gigantic wall? From there we headed by Euro Star on a 3 hour train ride to Venice, without question the most unique place I've ever visited. In Venice there are no cars, motor cycles, or scooters like we saw in all of the other cities, they are replaced by gondolas, water taxis, delivery boats, and water buses that navigated the miles of waterways that are the streets of Venice. We walked everywhere through the little alleys, and over little bridges from Piazza to Piazza visiting the hundreds of shops selling Murano glass, the wonderful coffee shops, and Gelaterias.

The plane ride back was bittersweet. I was ready to get back home, but knew that the last 10 days had been something very special, a trip that we would remember the rest of our lives. It was a trip that was worth the wait, but now I'm thinking business trip, and I can guarantee it won't be 25 years in the planning next time.


Bruce A. Gershon
President/CEO

AWARD OF EXCELLENCE



Arrow is the proud recipient of the 2007

Award of Excellence from the Clothing Care Council! This marks the second consecutive year that Arrow has passed the testing - and we're looking forward to many more "consecutives"!

LEATHER APPAREL ASSOCIATION

Bruce Gershon, president of Arrow Leathercare, was appointed to the board of directors of the Leather Apparel Association, a national leather industry organization with New York City headquarters. The group works with the fashion industry, garment designers and manufacturers. Arrow Leathercare is recognized nationally for its expert care of all types of leathers and especially the difficult-to-clean, high-end garments.

STORAGE TIME FOR FURS

Have you sent your furs to Arrow for cleaning and summer storage? Remember, a fur is natural. It's important to refresh the underlying leather with moisturizing oils to keep the coat or jacket from becoming stiff and/or cracking during Kansas City's sizzling summers. During May, your fur's cleaning and storage is just one price: \$59.95.

TRAINING

Each month, Arrow holds training classes in focus areas like final inspection, fabric identification, spot removal and repairs - or they'll receive additional training from an industry expert to sharpen skills. For example, using commercial pressing



Customer Information from ARROW FABRICARE SERVICES

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Customer Service Email: beab@arrow-care.com

equipment can be tricky, requiring hands and feet to operate the equipment. Safety is a major concern (employees may not wear sandals or open-toe shoes) because steam is used in pressing and burns are painful. Arrow trains its workers to prevent accidents and improve their skills.

FOCUS ON FIRE AND SAFETY

There's a lot to be said for breathing fresh air and that's most important if one is caught in a fire. On a recent morning,



Front Counter Supervisor, Ryan Butterworth plays "Pied Piper" to a group of plant employees practicing an evacuation of the building as a safety training measure.

Arrow employees poured out of the building following exit routes that would give them safe exit from the building in case of a fire. Gary Trout, Arrow's Safety Director, says the employees are shown where all the closest and alternate exits are located in case of an emergency.

CLOTHING CARE LABELS DE-MYSTIFIED

Since 1972, almost all garments manufactured in - or imported into - the United States are required to have a care label attached. There are exceptions: leathers, furs, reversible garments without pockets, household textiles, hand-made garments and accessories such as hats, belts, etc. The manufacturer is required to list just one safe cleaning method but it is

not required to list all cleaning methods or products that might damage the garment.

ARROW CALLING!

Do you drop off your cleaning and laundry at Arrow as you go about your weekly activities? Does Arrow have your preferred telephone number? With land line home phones, personal cell phones, work numbers and work cell numbers, you may ask why your "preferred" telephone number is important to us. Here's the answer: Arrow is beginning a new cus-

color-test their fabrics before releasing them to the marketplace, but they are not required to do so. Sometimes the dyes will contain special brighteners that may be removed during cleaning or laundry processes. This is especially true of many "summer white" garments which are manufactured with fluorescent dyes to brighten the color. You may think you're saving a couple of dollars by cleaning just one piece, but you could be disappointed with the result.

SEIDEN'S TO SEND FUR STORAGE TO ARROW

After a lifetime of complete fur services, Seiden's Fine Furs has decided to refer all fur storage and cleaning orders to a trusted source.

Seiden's Fine Furs now recommends that you have your lovely Seiden's furs cleaned and stored in the year 'round, temperature-controlled fur vault at Arrow Leathercare.



**ARROW'S
SEASONAL
SERVICES**

**MAY & JUNE
SPECIAL FUR
CLEANING & SUMMER
COLD STORAGE
OFFER!**
Combination Price
ONLY \$59.95

**Also, FREE SUMMER
CLOTHING STORAGE
with 10 pieces or more
of dry cleaning.**

JULY
For all the June Brides,
now is the time to **CLEAN
AND PRESERVE**
your beautiful gown!

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



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