



ARROW TODAY

Third Quarter, 2007

ARROWVISION



WORKING AT OUR ASPIRATIONS. CONTINUING OUR COMMITMENT.

For more than 93 years, Arrow has developed a reputation for quality, and we continue to aspire to being your dry cleaner of choice. The only way we can accomplish that high goal is with dedicated, well-trained, disciplined employees. We strive to attract and retain our skilled employees by offering top wages and the best benefits in our industry. We take pride in being an "employer of choice" in this market. We have established continuous training

programs, cross-training, and retraining with industry experts, as well as ongoing support using detailed documentation of our systems. Layer upon layer of knowledge and experience takes time to develop and learn, especially in Arrow's approach to the business where we provide dry cleaning, and laundry, along with all of the specialty items, such as leather & fur cleaning, gown preservation and French laundry.

Arrow is not a "cookie cutter" business - not in the least! We do the "hard stuff" that others won't touch. Our breadth of service requires varied skills, knowledge, and a deep commitment to customer service. Over the last couple of years, due to retirements, we have felt the loss of several long-tenured, valued people. While we wish them all the best in retirement, their loss has been a big deal for us. The best news is that we are very excited about Arrow's newest staff additions - fine people who have previous industry experience and who have taken the challenge of learning Arrow's unique business. We will continue Arrow's rich tradition of quality service because "With every customer, every garment and every employee, Arrow cares."

Bruce A. Gershon
President/CEO
bruce@arrow-care.com

LEATHER APPAREL ASSOCIATION ELECTS BRUCE GERSHON TO BOARD

The Leather Apparel Association which works with the leather fashion industry, garment designers and manufacturers recently elected Bruce to its Board of Directors. Because of a lack of trained professional leather cleaners, Bruce has been challenged to create a certification

program for the Association. Arrow Leathercare is recognized throughout the industry by manufacturers and retailers for its premier care of all types of leathers.

SIGN UP FOR EMAIL OFFERS!

Earlier this summer, Arrow recently sent our very first offer to customers who registered with us to receive our emails. If you would like to receive Arrow email

offers, please sign up at our website and review our privacy policy (www.ArrowFabricare.com). If you receive an unwanted email from Arrow, simply follow the instruction to 'opt out' and we'll remove your name and email address.



Sylvia Verser



Mylon Mitchem



Lillie Woods

THE DREADED DAY ARRIVES!

We knew that one day retirements would claim Arrow's three long-time front counter ladies. The dreaded day arrived on the last Friday of June, 2007, with Lillie Woods' retirement. She followed in the footsteps of Mylon Mitchem (2 years retired) and Sylvia Verser (1 year retired). These three incredible women, each with a lifetime of customer service knowledge, are irreplaceable. We are fortunate that all three are continuing with Arrow on an as-needed and part-time basis.

DID YOU KNOW?

Organic isn't just for the gardeners any more! Clothing manufacturing has embraced a number of alternatives to chemically-created yarns. For example, bamboo is making eco-friendly clothing easy to wear. It's soft, lightweight - and can shrink if not properly treated and it is susceptible to mildew.

Believe it or not, corn, soybean, pineapple and banana fibers are finding paths to



Customer Information from ARROW FABRICARE SERVICES

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the retail clothing store! Each fiber has special needs for laundry and/or dry cleaning and pressing. Be sure to read your garment labels for cleaning instructions.

LUCKY LADY WINS I-POD FROM ARROW

It took Nancy Bone, an Arrow customer, just a split second to draw the win-



Bruce Gershon handing off the winning prize to Robin Attaway

ning entry. Robin Attaway, a Hallmark employee, picked up her iPod Shuffle from Bruce on May 31st. "I never win anything!" she exclaimed. Robin said she didn't own an iPod but would put it to good use. The "Shuffle" was the grand prize drawing for the April front counter promotion. Robin said after moving to KC about six years ago for her Hallmark job, she sought recommendations "for everything" including a dry cleaner. The most recommended dry cleaner was Arrow! Upon her first visit, she was reassured by Miss Sylvia (now retired) and was impressed with the customer service. She noted that she brings her things to Arrow to assure that her clothing is well-maintained "because clothing is a big investment for me."

MYSTERIOUS - BUT EXPLAINABLE

This item falls into the category of "tell your drycleaner" of possible problems. The International Fabricare Institute, in which Arrow holds membership, provides regular notices to dry cleaners about problems that crop up with clothing. Recently, IFI issued a report about faint splatter spots appearing on dry cleaned garments in the collar and shoulder area. After analysis, IFI concluded the splatters were caused by hair products (hairspray and/or gels). The dry cleaning process "set" the

stains because the dry cleaner wasn't informed about the possibility of a problem. Another unique problem dealt with dye transfer in a black and white checked jacket. The jacket's owner spilled a beverage on the garment, without knowing the black yarns were not dye-fast. The black color migrated wherever the moisture touched both black and white yarns. The dry cleaner wasn't able to restore the jacket. The weave manufacturer should have pre-tested both the black and the white yarn for colorfastness.

CONTINUING EDUCATION - IN LAS VEGAS?!

It's true - Arrow sent several managers on an educational trip to Las Vegas (which is an education in itself!) for the biennial *Clean Show*. It's the largest industry event in the U.S. and it was an eye-opening and foot-tiring experience

for a couple of Arrow managers because the Las Vegas exposition center is huge - and it was full. "We learned a lot in our one day visit!" exclaimed one Arrow manager but she was happiest boarding the plane for Kansas City.

HOW ARROW HANDLES LOST ITEMS

The national media really pressed the story about the attorney/judge whose dry cleaner mis-placed or lost the trousers to his favorite suit. While the law suit was settled in favor of the dry cleaner (now being appealed), you may wonder how a garment could go missing. We can speak only for our business, so here's how we keep track. Arrow organizes orders by customer name with a tiny garment tag on each item. These heat-sealed tags contain important customer garment data that includes the color, the manufacturer - and, most importantly, the owner and the order date. Sometimes - not often - the tags come off and the garment cannot be placed immediately with the customer's order. Murphy's Law is always at work but we do our best to reunite all pieces of your orders! If you notice something missing, please tell us as soon as possible and we'll verify when it was received. We then check our processing to find the garment. The garment might be held back for re-processing in a quality check.

Perhaps a custom button needs replacement. Perhaps the garment requires hem replacement or other minor repair. These are just a few of the things that might waylay your garment, so be sure to check with us!

SEIDEN'S FUR STORAGE MOVES TO ARROW VAULT

Back in mid-April, Seiden's Furs announced that new customers for fur storage would be referred to Arrow Leathercare for cleaning and storage. Now Seiden's has moved all of their existing customers' fur storage to Arrow after deciding to focus all their attention on the longtime retail fur sales business. Seiden's customers are receiving notices of the change.

ARROW'S SEASONAL SPECIALS

SEPTEMBER

Fall PRE-SEASON LEATHER CLEANING SALE

For ONE-MONTH you can save over **\$25** off the regular price on cleaning leather garments of all types. Sale ends 9/29/07.

OCTOBER

This once a year sale offers **DOUBLE GUARANTEED shirt cleaning.**
If you find a broken or missing button on a shirt that Arrow has laundered... ARROW will re-do it at no charge... **PLUS DO ANOTHER SHIRT FREE!** That's **DOUBLE SATISFACTION!**

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