

# ARROWVISION



## ARE YOU THINKING GREEN?

You might be aware that the dry cleaning industry has had its share of negative "green" attention in the past few years and you might wonder what Arrow has done-and is doing-to ensure a green footprint. Arrow has minimized chemical loss through reclamation, and recycling of hazardous waste. We have been leaders in the area by helping to refine air quality programs in Kansas City for drycleaners, and last year, we assisted in the training of new

Kansas City air quality inspectors in our plant. We have continually upgraded our equipment and facility to be more energy efficient. We have in-house recycling programs for wire hangers, polyethylene bags, corrugated boxes, computer paper, our solvents, and we even recycle plastic and aluminum cans from our employee break room. We continue to offer multiple processes for "dry" cleaning clothing, including the GreenEarth environmentally safe method. We also provide "wet" cleaning which involves water-based chemicals, time-and-temperature-control processing and special finishing techniques. Jim, our cleaning plant manager recently passed the DLI Professional Wet Cleaner certification, as did I. In an upcoming testing cycle, he will take tests for other certifications, too. There's always something new to learn and to teach in our industry. We're working on a number of fronts to stay ahead of what's to come and to continue to do our part to protect our environment!



**GREENEARTH®**  
C L E A N I N G

*It's good for everybody®*

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## SAFE CARE FOR LEATHER

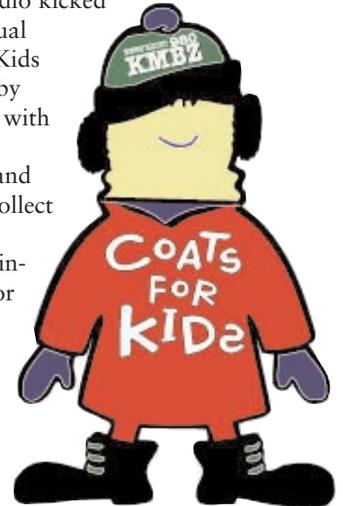
We've been seeing some gorgeous leathers for fall and winter. Not only fine Nappa lamb, but a few bubble leathers, as well. These are the luxuries of the leather garment world and require delicate handling by their owners. Arrow's leather care department receives notes and emails

from across the nation in praise of our restorative processing. We like to think that we're the best, safe choice for the care of leather garments - and manufacturers think so, too. We've been processing a large shipment of mildewed leather coats for a well-known manufacturer, making the coats "all new" again!

## "COATS FOR KIDS" KICKS OFF AND YOU CAN HELP?

Nov. 5 - Dec. 7th

KMBZ Radio kicked off its annual Coats for Kids campaign by partnering with Arrow Fabricare and Prides to collect and clean donated winter coats for needy school-age children. The donations will be distributed by the fol-



lowing school districts: Kansas City, KS, Kansas City, MO, Hickman Mills, and Independence. Arrow now has a large collection box inside its lobby at 39th & Troost and is distributing large plastic bags for donations to each of its route customers. Arrow's route drivers will pick up the bags at the same time they pick up or deliver regular cleaning and laundry. Be sure to check all the pockets before you put your donations in the bags or the collection box. Last year the campaign gathered more than 15,000 coats! With your help, we'll exceed that amount this year.

## "ORGANIC"...ON YOUR CLOTHING LIST???

With everything from bamboo to corn being manufactured into clothing lines, the adventure of shopping for clothes feels like a trip to the greenhouse! And maybe it is, actually. Retailers from Sam's Club to Nordstrom now offer products with

environmentally friendly labels. The Organic Exchange of Berkeley, California, publishes a global directory of apparel manufacturers and retailers who claim "green" status. You can read all about it at [www.organicexchange.org](http://www.organicexchange.org)

### UNFORGETTABLY CHARMING AND NEW!

Arrow is introducing a very special, limited edition, holiday gift basket, loaded with leather cleaner, leather conditioner, nubuck and suede kit, custom fur & leather hanger, garment bag and more!



If you're one who plans ahead, consider this gift idea for your favorite "hard-to-buy-for" friend or relative. The basket (shown above) will be shrink-wrapped, gift-wrapped, and shipped anywhere - in the U.S. to arrive before the holidays if ordered by December 5th. Because we have a limited quantity, you don't want to miss your opportunity!

### DID YOU KNOW?

According to the Council for Textile Recycling, each person is responsible for about 68 pounds of discarded, recyclable, clothing. The good news is that the U.S. leads the world in recycling paper, cardboard, tin cans, plastics and glass - resulting in cleaner streams, rivers and oceans. Also, a new

report from the NPD Group indicates that making "green" purchases becomes more important as consumers age. Through careful administration and years of experience, Arrow is able to recapture and recycle nearly 100% of the fluids used in cleaning, including our GreenEarth processing. We shred and recycle papers generated in daily business, we break down and recycle boxes and we accept hangers and polyethylene bags for recycling, too.

### BRUCE EARNS NEW DESIGNATIONS

The Professional Testing Corporation, in conjunction with the Drycleaning & Laundry Institute, has notified Bruce that he has passed all three tests for professional drycleaners. He now is one of only 39 dry-cleaners in the US to earn all three designations: Certified Professional Drycleaner (CPD), Certified Environmental Drycleaner (CED), and Certified Professional Wetcleaner (CPW).

### DID YOU KNOW?

What a simple concept - created by the yearning for a chocolate candy bar!

"It struck me there must be a way I could get my own money, anywhere in the world...I hit upon the idea of a chocolate bar dispenser, but replacing the chocolate with cash." --



John Shepherd-Barron, 82.

He described the concept that led him to invent the first ATM, installed 40 years ago in a Barclays branch bank in north London. [Reported by Brian Milligan for the BBC News].

**ARROW'S SEASONAL FEATURES**

## NOVEMBER

### Prepare Now for Your Holiday Guests

We specialize in cleaning  
Tablecloths,  
Napkins, Runners,  
Placemats...Bed Linens, Down  
Pillows, Comforters,  
Sheets...AND MUCH MORE!

## DECEMBER

### In December it's time for Formal Wear and Wedding Gown Cleaning & Preservation

## Holiday Greetings to One and All!

### Q & A

**Q.** The Eagle Scout Memorial Fountain at 39th and Gillham Road features a laurel wreath flanked by two female figures and a pair of eagles. What's the story on it?

**A.** It was exterior decoration for the "old" Pennsylvania Station in New York City before that railroad depot was demolished.

### A SMIDGEN OF HUMOR

"The word 'aerobics' came about when the gym instructors got together and said: If we're going to charge \$10 an hour, we just can't call it 'jumping up and down'."

[Rita Rudner].

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