



ARROW TODAY

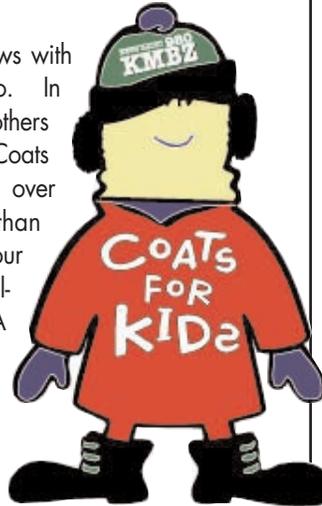
FIRST QUARTER - 2008

ARROWVISION



HAPPY 2008!!!

I want to share some good news with you - and say "thank you" too. In December of 2007, Arrow and others participated in the KMBZ radio "Coats for Kids" campaign, resulting in over 11,000 coats and more than \$16,000 being donated to four area school districts serving children of low-income households. A



great many of you found used (but useful) coats in your closets and made donations of the items. The cleaned and pressed coats were given to the children by school counselors and teachers as holiday gifts just as the local weather turned very nasty and cold.

Arrow's employees donated their time and efforts to helping with the collections and with the cleaning and pressing of those donations. We are all very proud of the Arrow team's holiday deeds, and it was good for the holiday morale.

I want to thank each of you who donated a coat or jacket. We plan to participate in Coats for Kids again next year and we hope that we will be able to donate even more next year. I want to thank our employees for keeping up their holiday spirits during the last minute rush to deliver the coats!

Bruce A. Gershon
President/CEO
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CARE FOR DOWN

As you begin to consider the end of winter, here's a reminder. Down-filled ski wear is designed to last a long time because it's an efficient insulator (just ask the ducks and geese!) but the outer fabrics, or shells, can begin to acquire a musty odor. Smoke odors, food, beverage, and perspiration all collect on the shells. While it isn't unpleasant at first, it may become more noticeable with time because the odor is insulated by the down. Arrow's Blanc Plume Fine French Laundry is noted for its exceptional care of down



garments and bedding items (pillows, comforters). If you've finished or nearly finished the ski season, send your down-filled items to Arrow's Blanc Plume French Laundry

HIGH SCHOOL CONFIDENTIAL DOCUMENTARY

A four-year video project by local mom, Sharon Liese, has been edited into an eight-part series based on four formative years in the lives of 12 local teen girls.



Lauren Gershon, daughter of Bruce and Stephanie, participated as one of the 12 young ladies who were followed for the project, which is scheduled to air on the WE cable channel in March of 2008. The documentary project began when the girls were in 9th grade and continued through their high school graduation.

BRIDAL THERAPY

A young woman has sole choice in her groom, though he must pass the parental inspection. Her choice of a bridal gown, though, has to pass muster with nearly every family female, from grandmother to little sister. The gown must be beautiful, it must fit perfectly, it must have a "Wow!" factor. But, when the wedding has become "her-story," it's time to consider the post-wedding care of that very special garment. May we suggest cleaning and preservation by Arrow Fabricare? Arrow uses the Prestige Preservation Process to clean and preserve each gown,



Customer Information from ARROW FABRICARE SERVICES

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Customer Service Email: bea@arrow-care.com

ensuring that it continues to look beautiful year after year when safely packaged in its



own display case. If you'd like more information about any of our formal wear cleaning, please call us at 816-931-2452.

WHO KNEW THESE WERE MUSEUM PIECES??

We're talking about Pez candy dispensers. Turns out the Museum of Pez Memorabilia is located in Burlingame, CA, just south of San Francisco. Interesting tidbits (from Tech Republic.com): the name comes from an



abbreviation of the German word for peppermint - "pfefferminz" - originally, the only flavor offered, and packaged only in tin boxes from 1927 to 1950. Then came the plastics revolution! From 1950 to today, the company has issued 692 different plastic dispensers, all of which are displayed in the Museum of Pez.

SPEAKING OF MUSEUM PIECES...

Did you know you can have Arrow clean and preserve Grandma's bridal gown? Or Grandpa's military uniform? Or your son's school letter jacket? All preservations are completed with muse-

um-quality, acid-free packing so your items will remain beautiful for years and years.

And, Arrow will clean regulation-sized American flags at no charge! Now your Stars and Stripes can sparkle anew!

WHAT ARE THOSE THINGS!?!?

Many of today's garments are constructed with fabric containing woven elastic-type fibers as part of the design. Unfortunately, elastic doesn't last forever and when the fibers begin to break, tiny, hair-like broken filaments may show on one or both sides of the fabric of the garment, along with distortion in the fit. This problem occurs whether the garment is washed or drycleaned - it's a failure of the fabric design and manufacturing.

AND THE WINNER IS...

Arrow's booth was a busy place at the recent Bridal Spectacular show in Overland Park! Prospective brides were invited to enter for a drawing to win a free cleaning and preservation of their wedding gown. The winner is Kaitlyn Hills of Parkville, MO who plans an August wedding this year. Congratulations to Kaitlyn!

OH, SUGAR!

Sugar stains often show up in post-holiday garment cleaning. Blouses, sweaters, slacks, children's clothing, dresses (casual, business and formal), jackets and skirts are all prime suspects - even when you're fastidious! The best way to prevent the caramel-colored stains is to attach a note to your clothing to remind yourself and Arrow when you've had a spill or sticky fingers that may have contained sugar or

It's Nearly Spring!



Time to Clean Your Bedding & Linens!

20% OFF!

Most Household Items*



*Excludes Drapery and Area Rugs. Offer good through February, 2008

With Every Item... ARROW Cares

sweeteners. That way, our cleaning experts will look for the stains and can treat the affected area. Otherwise, heat can set the sugar into a stain.

SIZING AND STARCH: THE DIFFERENCE

"Crisp." When Grandma referred to clothing as "crisp," she probably meant "well-starched and ironed." Today the word may refer to starch or to sizing - both are products designed to add crispness to fabrics. The difference is that starch is water-soluble and vegetable-based. Sizing adds a more permanent finish to fabrics because it is resin-based, thus providing a greater adherence during the wet or dry cleaning process.



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