



ARROW TODAY

SECOND QUARTER - 2008

ARROWVISION



ARROW LAUNCHES ENVIRONMENTAL INITIATIVE

In the "age of global warming" more and more people are becoming aware of their environmental responsibility, and we at Arrow are no different. Many dry cleaners have not behaved responsibly in their communities. That much is true and the whole industry has been painted with negativity. I want to set the record straight about Arrow and its environmental practices. Since the first EPA rulings raised awareness in our industry in the late 1970's (and even before that), Arrow has been involved in responsible recycling of ALL solvents and

reclaiming emissions. We've been

treating the contact water in our dry cleaning processes, and our waste has always been handled by a licensed recycler, as required by governmental regulations. We have containment-pans under equipment that "might" be responsible for any sort of solvent spill or leak, and as a preventative measure, installed soil vapor extraction equipment in the case of accidental contamination. **We've**

been so responsible with our leadership in the dry cleaning industry in Kansas City that our plant and equipment has been used to train the city air quality inspectors!

While other industries are revealing, only now, their sustainability protocols, Arrow has enjoyed a long history of green-care in this business. If this is important to you, I invite you to sign up for the "Arrow GreenCare" program. Arrow customers desiring "green cleaning" from Arrow will have their garments cleaned in siloxane solvent called GreenEarth™ or with safe, proven methods in professional wet cleaning. "Arrow GreenCare" customers will receive a special convertible green-colored bag. The same bag will be used to return the cleaned garments which will be covered in a degradable film (complete degradation within 2 years or sooner in a landfill). We will also recycle wire hangers if bagged separately from your clothing so as not to cause damage. Our motto is "With every garment, every employee and every customer, Arrow Cares" - you can add the environment to that, too!

If you have any questions about Arrow "GreenCare", I would be happy to hear from you.

Arrow

GreenCare

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

INTRODUCING ARROW GREEN CARE!

A growing number of our customers are asking for (and about) "green" drycleaning.

Now customers can ask for Arrow GreenCare for their drycleaning needs... **SIGN-UP ON THE REVERSE SIDE!**

1) **Arrow GreenCare** means that your items will be cleaned using **GreenEarth™** siloxane processing or Arrow's professional "wet" cleaning using highly sophisticated, managed-cycle machines that use water and earth-friendly surfactants.

2) Very shortly, we will be using degradable poly bags for our GreenCare customers. This means that the manufacturer includes an additive that will cause the poly to break down or decompose within about two years. These bags are not designed to be used for long-term storage because they will turn to flaky dust particles.

3) Each new customer coming to **Arrow's GreenCare** program will be honored with an Arrow donation to the Heartland Tree Alliance. HTA is a resource for helping to manage the "urban and community forest" in conjunction with Bridging the Gap. Kansas City's economic benefit from its trees exceeds \$51 million and arborists are encouraging even more planting. www.heartlandtreealliance.org

4) Arrow is pleased to be part of the KCP&L "M-Power" initiative to manage future power needs while eliminating or postponing the construction of new generating plants. www.MPowerKansasCity.com

5) As a member of the Greater Kansas City Chamber of Commerce, Arrow has committed to serving on the Chamber's Committee on the Environment. www.kchamber.com

If you would like to have a free copy of a short primer on using common materials for greener household cleaning, call our office and leave a message at extension 311. We'll mail a copy to you or you can pickup a copy at our counter through May 31st!



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: bea@arrow-care.com

HOW LONG WILL YOUR CLOTHES LAST?

Normal life expectancies for clothes will vary but the following are averages compiled by the Drycleaning & Laundry Institute: Slacks (2-3 years), Sweaters (3 years), Blouses (3 years), Dresses (2-3 years), Sport Coats (3-4 years). These numbers are based on normal wear and regular cleaning.

WHAT IS "SPOT CLEANING"?

When your garment label says "spot clean only," it means any soil will be treated with a spotting solution. The spotting solution will not be completely flushed out of the fabric, nor will all odors be removed. This labeling is used most commonly on formal wear, including prom dresses, which are meant to be worn only once. Be sure to read the labeling if your intention is to wear the garment more than one time!

FUR SEASON IS ENDING

It's time to send your lovely fur coats and jackets to be refreshed with cleaning and summer storage at Arrow! We're offering free storage with cleaning but you need to send in or bring in your garment. Our cleaning process doesn't just "shake it out"...we clean the dust and other pollutants (like smoke) from the fur and we recondition the underlying leather pelt by restoring essential oils to prevent drying, cracking and peeling. We carefully brush out and examine the fur for signs of damage to the fasteners, the overall color and to the guard hairs which may affect appearance. Both natural and artificial light can change the color of furs, especially lighter colored furs, which may yellow-out to an unattractive color. We will inform you if we see any signs of damage or needed repairs. And, if your fur style is outdated, come to Arrow and visit with our furrier expert for ways to bring new life to your garment!

DID YOU KNOW?

Soap was known to be used by the ancient Babylonians as early as 2800 B.C. and was originally used for styling hair!



SIGN-UP FOR GREEN-CARE SERVICE

There is **no extra charge** for this service

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone Number: _____

Email: _____

Mail to Arrow or send with your next pick-up.

FREE SUMMER FUR STORAGE

...with fur cleaning...**COMPLETE!**

Also...
FREE
Summer
GARMENT
STORAGE

\$69.95

...with minimum of 10 pieces of regular price dry cleaning.

This offer expires June 30, 2008.

"Save the Earth.
It's the only planet with
chocolate!"



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: bea@arrow-care.com