



ARROW TODAY

THIRD QUARTER - 2008

ARROWVISION



"SPOT OR STAIN - THAT IS THE QUESTION!"

Many times I hear people refer to a spot as a stain. Let me clarify the difference: a spot is something that can be removed by pre-treating or post treating before or after, and in conjunction with the dry-cleaning process. A stain on the other hand is something that will need a much more involved and sometimes time consuming process. In either case we always begin with identification of the culprit, (spot or stain). Once we have identified the offender, we then determine our course of action. Some spots and stains are easy to ID, but others are very difficult.

Whenever possible, include a note, or let our Customer Service Representative know what you think caused the spot or stain.

Most of the time stains are a result of time, or the age of a spot. Atmospheric conditions and oxidation of spots can make them permanent. When these spots become stains, in most cases we will turn to a variety of bleaching options, or in the case of an old grease stain, we may use a chemical called oxalic acid. When most people hear the term bleach they think of "Clorox", or chlorine bleach, but it would be one of the last resort options for stain removal at Arrow. There are many milder, and color safe bleaches that we use such as; hydrogen peroxide or sodium perborate, oxidizing bleaches which add oxygen, also sodium hydrosulfite and sodium permanganate reducing bleaches, which remove oxygen.

The point is, the more we know about your spots, and the quicker we can get to them, there is a better chance of making sure they don't become stubborn stains.

Bruce A. Gershon
President/CEO
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YOUR ORDER IS READY...

In May, Arrow introduced a telephone notification program to let front counter customers know their orders are ready for pickup at the counter. The telephone notification is automated, meaning that the Arrow "voice" is generated by a computer, based on order readiness. "As with everything new, there are glitches here and there in the technology, but the end result



is good," says Gayle Purdy, who implemented the new system. "But, everyone is so busy with work, children, and a million other distractions, it's easy to forget to pick up the drycleaning.

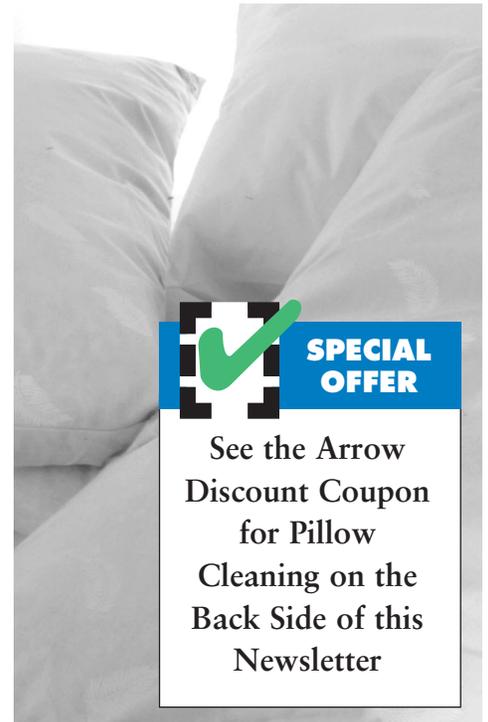
ARROW'S AUTOMATED REMINDER SERVICE - IS HERE!

DID YOU KNOW?

Arrow cleans and reconditions leather and suede handbags as well as sheepskin boots and slippers. Repairs can be made, and estimates are free!

PILLOWS. WHEN GOOD FEATHERS GO BAD

Feathers are natural and make nice pillows but the sad thing is that they need to be cleaned from time to time. Tiny feather quills may become little weapons that



SPECIAL OFFER

See the Arrow Discount Coupon for Pillow Cleaning on the Back Side of this Newsletter

poke your head, and feathers will disintegrate over time, making dust inside your pillow's ticking. Arrow's pillow specialists know how to make a feather pillow your friend. We also clean goosedown pillows as well as down-filled comforters! Send us your pillow and you'll be amazed how a clean, dust-free pillow can make a difference in your sleep!



"I WAS KINDA ATTACHED TO THAT OLD BLACK LEATHER JACKET"

Bob Williamson, a self-described Kansas City-based "road warrior," recently brought two leather jackets to Arrow with two different problems. "You restored my

mostats UP (except in our fur vault where cooler temperatures are a must). Our wonderful employees are rising earlier to arrive for work during the cooler mornings, some begin as early as 5:00 AM. Whenever possible, Arrow employees are taking the bus to save fuel expense.



Vintage Leather Jacket
Arrow file photo

old black leather jacket that I'd had for many years and you did a great job! The other jacket had a zipper replacement that was just fantastic. I'm one happy customer-and I wanted you to know it!" Thank you, Bob, for calling us about your Arrow experience!

DID YOU KNOW?

The ballpoint pen was introduced to the world on June 10, 1943 by two Hungarian brothers operating in Argentina. People lined up at stores to buy the latest writing technology at \$12 each! Sound familiar? Just think of the Apple I-phone introduction! Some things never change, including Arrow's ability to remove ballpoint and fountain pen ink from shirt pockets!

REPORT ON ENERGY SAVINGS: M-POWER

This summer, Arrow has been working to reduce energy consumption during peak times as part of the MPower program. We're turning off lights and turning ther-

BITS AND PIECES

Arrow recently joined forces with the Better Business Bureau to help resolve local drycleaning problems. Also, the Clothing Care Council, which awards the annual Award of Excellence, recently announced the addition of Heloise to its board of directors. She joins other garment industry leaders in determining suitability for bestowing the Award of Excellence. Arrow has received the Award of Excellence every year since the award's inception. Bruce Gershon is one of only a select few dry cleaners who are entitled to use "Certified Garment Care Professional" as a credential. Those letters mean that he has passed three high-level examinations pertaining to his knowledge of "best" dry cleaning industry practices, dry cleaning and wet cleaning chemistries, equipment maintenance, safety, and more. Arrow's newly introduced GreenCare cleaning program is making a "clean sweep" in Kansas City. And, the Heartland Tree Alliance is benefiting from each new customer added to the GreenCare cleaning program! If you'd like information about the program, please call for a free brochure: 816-931-2452, extension 324.

GOOSE DOWN & FEATHER PILLOWS

Featuring Arrow's 30-Step Process

➔ **SAVE** **20%**
Feather & Down Cleaning Special!!

This offer expires August 30th

"My second favorite household chore is ironing. My first being hitting my head on the top bunk bed until I faint." ~ Erma Bombeck



Customer Information from ARROW FABRICARE SERVICES

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