



ARROW TODAY

THIRD QUARTER - 2009

ARROWVISION



THE ULTIMATE UPGRADE

Well, the day has come that I have been dreading for several years now; our 20+ year old point of sale computer system has become obsolete. We were one of the first cleaners in Kansas City to computerize, and the system that was the latest greatest in 1987, will no longer be

supported or updated.

Of course we have upgraded the system many times over the years with new equipment, and every available update and new module offered, but now we must make the big leap. We will be installing our new system on Sunday, August 30th, and be up and running on Monday morning the 31st. The new system will offer some very significant new capabilities for tracking customer preferences, communicating by email, text, and the new touch screen monitors will increase our accuracy. Since the new system operates on the Windows platform, we won't be worrying about it ever becoming obsolete.

Our software company is one of the oldest, and best in the dry cleaning industry. They will be on hand doing installation and training for an entire week. Although we have been in the planning stages for months, we know that stuff happens, but we are hopeful that the installation will be perfectly smooth.



One very nice new feature of the system is the "touch screen" which insures much faster and more accurate mark-in of customer orders

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

WE CLEAN UGGS!

These sheepskin boots were first made in Australia. The Ug Boot is not a brand name, but an age old generic term for this style of Australian made sheepskin boot. In Aussie slang the Ug name is short for "ugly." In terms of comfort, however, the Ug Boot is a thing of beauty. They gained popularity during World War I & II. Aviators wore them to keep their feet warm while flying at high altitudes in

their non pressurized planes. Real UGGs' are made from 100% Australian Merino Sheepskin.

WE CLEAN HANDBAGS!

The term "handbag" first came into use in the early 1900's and referred to hand-held luggage bags carried by men. These were an inspiration for new bags that became popularized for women, including complicated fasteners, internal compart-

ments, and locks. It's handbag heaven at Arrow. We give your cherished and favorite handbag all the TLC it needs. All designers from Balenciagga, Chanel, Prada, Fendi, Coach, Kate Spade, you name it we do it.

Arrow is handbag headquarters for cleaning, refinishing, repairing and restoration.



FALL LEATHER & SUEDE CLEANING SALE

1st Item
Regular Price

2nd Item
1/2 Price
Leather Garments, Handbags & Footwear included

2nd item must be of equal or lesser value than the 1st item.
This offer expires September 30th



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



Marsha Jackson being interviewed by KSHB-TV's reporter Kathy Quinn and cameraman

SHE PAID IT FORWARD

On April 25, at approximately 11:30 p.m. Marsha Jackson, an employee in our shirt laundry department heard a loud noise outside her house. She knew it was bad because the house shook. When she ran outside all she saw was a big ball of metal. A man had crashed into a light pole and was completely crushed inside his car. She had no idea how many were even in the car at that point. Marsha immediately called 911 and remained on the line until the rescue crew arrived. At this point there seemed to be only one man in the car. She began talking to him to let him know that help was on the way and started praying and praying until the paramedics arrived which was in about five minutes.

She later found out both his arms were broken, his leg crushed, pelvis broken, and he had many broken ribs and lacerations. The man's wife said if it were not for Marsha he most likely would not have survived. He is now out of the hospital and slowly recovering.

Marsha was honored on Fox 4 news for the PAY IT FORWARD program. The photograph shows Marsha being filmed by the television station at Arrow's Troost Counter.

We applaud Marsha and we at Arrow are very proud. Marsha has been a dedicated employee at Arrow for 14 years.

FROM INSIDE THE PLANT

Arrow has always been proud of the outstanding work our employees do. This year we have stepped it up and introduced the ARROW MVP SILVER HANGER AWARD. Every month we honor one exceptional employee who has been nominated by their co-workers. Employees have been nominated based on the theme of the month, i.e. best team player, commitment, best attitude, charity, kindness, and integrity.

ARROW ACHIEVES ULTIMATE LEVEL OF ACCREDITATION AT D.L.I

The Drycleaning & Laundry Institute (DLI), the premier international trade association for garment care professionals since 1907 has awarded Arrow its ultimate accreditation level.

With its strict compliance requirements, the Award of Excellence is based on professional principles and practices reviewed and overseen by the 11-member national Clothing Care Council. Its members represent the Good Housekeeping Institute, well-known apparel manufacturers, the academic sector, and consumer advocates such as national columnist Heloise.

Arrow's dry cleaning plant manager, Jim Roddy recently attended a two week

"Advanced Dry Cleaning" school at the Dry Cleaning & Laundry Institute (formerly IFI) in Laurel, MD. As a result of that continuing education and all the previously achieved requirements, Arrow Fabricare will be honored as only the third dry clean-



Plant Manager - Jim Roddy

"Laughter and tears are both responses to frustration and exhaustion. I myself prefer to laugh, since there is less cleaning up to do afterward".

Kurt Vonnegutt - 1922 - 2007

ing company in the U.S. to achieve the highest level of the Clothing Care Council's Award of Excellence which recognizes the finest dry cleaning establishments in the country. To learn more about the Clothing Care Council, and DLI's Award of Excellence, go to:

<http://www.reuters.com/article/pressRelease/idUS124453+12-May-2008+PRN20080512>

and

<http://www.ifi.org/consumer/AOE.php>

DID YOU KNOW? WE ACCEPT YOUR PAYMENTS SECURELY ONLINE

<http://www.arrow-care.com/catalog/buynow.html>

UPCOMING PROMOTIONS!

OCTOBER

Household Bedding and Pillows...look for an announcement of special pricing!!!

NOVEMBER

Get Prepared for Your Holiday Guests

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

ARROW NOW HAS A BLOG!

For more info about doings at Arrow, please log in:

www.arrowfabricare.blogspot.com



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