



# ARROW TODAY

**SECOND QUARTER - 2010**

## ARROWVISION



### THE PURSUIT OF PROFESSIONALISM

Arrow hosted industry group meetings at our cleaning plant on back to back weekends in February, and they were very productive and rewarding. Nearly 22 years ago Arrow Leathercare was one of a group of five professional leather cleaners to form a cost/management group with a goal of improving our businesses, in a non-competitive setting. That five member group quickly grew to 12 members, and has stayed at that number for some 20 years. We have seen members come and go, and now are welcoming a few second generation members.

The true value of this group, and groups like it is simply this; as an individual company you seldom know how good you really are, how other businesses like yours do things, how they deal with some of the same problems, what they are paying for supplies, how have they structured their sales peoples compensation, what type of trucks are they buying, etc, etc, etc. Through reporting and comparing our numbers, we have been able to develop industry benchmarks for production, supplies, and many of the key metrics in our business. By comparing best practices we have improved our quality, our service, and our bottom lines so that we all benefit, and in turn our customers have benefited from this shared knowledge.

What started out so many years ago as a fun get-away weekend to talk shop with others from my same industry, and see other operations similar to mine, became my formal business education, as well as a driving force in the success of Arrow. Thank you, to my friends of the Prestige Management Group for challenging me and helping make Arrow the best it can be!

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

### COMING SOON! ARROW'S NEW "COLOR-BACK" RESTORATION SERVICE

Details will be announced shortly. It is an amazing new system of restoring color to faded and worn garments that is done in the dry cleaning process. The dyes used are permanent, color fast and washable. Plus! It is very reasonable!

### IN THE "SPOT" LIGHT ARROW AND OUR OWN BRENDALEE OLINGER

Brendalee, our front counter manager, and Arrow Fabricare recently participated in the filming of an instructional video designed to assist in the training of Customer Service Representatives.

The video, produced by a company that specializes in producing training films, was written to demonstrate how good customer service skills would encourage and assure repeat customer business. Arrow



was chosen as the location for the shoot as the concept embodied a hypothetical dry cleaning establishment. Brendalee was asked to participate as a performer due to her 25 years experience in the dry cleaning profession...and for her cheery and naturally friendly and helpful personality!

### KEEP UP WITH ARROW FABRICARE'S NEWS ON-LINE AT

facebook

Become an "Arrow fan" at <http://www.facebook.com/pages/Arrow-Fabricare-Services/140313273252>

follow us on  
twitter

Keep a communication connection with Arrow  
<http://twitter.com/ARROWFABRICARE>



Get the latest news from Arrow at its blog:  
<http://www.arrowfabricare.blogspot.com>

### 1820s BLACK TRADESMAN ADDED GREATLY TO THE DRY CLEANING BUSINESS

The art of drycleaning dates back to ancient times, probably beginning with the advent of textile clothing itself. The ruins



### Customer Information from ARROW FABRICARE SERVICES

3838 Troost Avenue • Kansas City, MO 64109 • 800-54-ARROW • 816-931-2452 • [www.arrowfabricare.com](http://www.arrowfabricare.com)  
Customer Service Email: [office@arrow-care.com](mailto:office@arrow-care.com)

of Pompeii gives a record of a highly developed trade of \*fullers\* who were professional clothes cleaners. Lye and ammonia were used in early laundering, and a type of clay known as \*fuller's earth\* was used to absorb soils and grease from clothing too delicate for laundering.

There are many stories about the origin of drycleaning, all centering on a surprise discovery when a petroleum-type fluid was accidentally spilled on a greasy fabric. It quickly evaporated and the stains were miraculously removed. The firm of Jolly-Belin, opening in Paris in the 1840s, is credited as the first drycleaning firm.

However, it is now known that Thomas L. Jennings, a free black tradesman who lived in the early 1800s, is notable for being the first black person to receive a patent for a unique clothes cleaning method. The patent in 1821 was 20 years



prior to the Jolly-Belin discovery. It was the forerunner of the dry cleaning process. Jennings was a tailor. His skills were so great that people came both near and far to custom-tailor items of clothing. Thomas discovered that customers were unhappy when their clothes were soiled and had a hard time cleaning them because of the fabrics they were made of. Jennings experimented with different solutions and cleaning agents until he found the right blend to effectively treat and clean them. He called this method dry-cleaning, now known as dry cleaning.

More information:  
<http://www.blackinventor.com/pages/thomasjennings.html>

### CUSTOMER IMPROVEMENTS ON THE WAY DUE TO NEW COMPUTER CAPABILITIES

As you may or may not recall in our last newsletter, we talked about our computer upgrade. While we would love to say it went without a hitch, we seem to be seeing the light at the end of the tunnel. The new system has some truly fantastic features that we will be offering to you.

We will be able to email statements and can also email and text message you when your orders are completed. We will be sending information in the next few statements to give you all the details and show you how to sign up.

### ARROW STAFFERS PITCH-IN ON RELIEF EFFORT FOR HAITI

Niecey Cranford, an Arrow employee who works in the administrative office took up the challenge to help the people of Haiti during their dreadful plight.

"I saw the stories on TV and wanted to help somehow," she said.

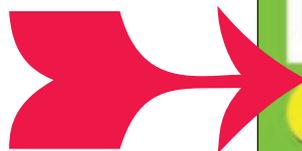
Niecey placed donation boxes in the employee breakroom and soon they were overflowing with such items as toiletries, groceries and other personal items. Once filled, she arranged to have the goods delivered to Heart to Heart International, a large philanthropic organization which has its headquarters in Olathe, KS.

Heart to Heart International continues to provide much needed relief to the crisis situation in Haiti. Emergency officials have estimated the death toll to exceed 222,500.



Niecey Cranford, toting one of the boxes of goods sent for Haitian relief

**DON'T MISS OUT ON THIS SPECIAL SALE!!**



**OTHER UPCOMING PROMOTIONS**

**MAY**

**UGGs CLEANING SALE - 15% OFF**

**JUNE**

**15% DISCOUNT ON CLEANING WEDDING GOWNS & FORMAL WEAR**

Arrow's *Annual April*  
**Leather & Suede CLEANING SALE!**

Any Suede or Leather Garment  
 Jackets...Coats...Dresses...Skirts, etc.  
**\$10.00 OFF!**

Combination garments (leather & cloth) - **\$7.00 OFF**  
 Down Coats & Jackets - **\$5.00 OFF**  
 WaterRepel™ Stain Repellent Treatment also included!



Offer good through April  
 Fancy, delicate or designer garments may be excluded

With Every Garment... **ARROW Cares**

*"What's the difference between a dry cleaner and a lawyer? If the dry cleaner loses your suit, he'll pay you. If the lawyer loses your suit, you still get taken to the cleaners." Anonymous author.*

