



ARROW TODAY

THIRD QUARTER - 2010

ARROWVISION



CONTINUALLY STRIVING TO GET GREENER

In my ever continuing effort to go green, while at the same time paying attention to Arrow's bottom line, I recently filled out a survey from my friends at Western Extralite. In this survey, I learned about ways to properly dispose of and re-cycle spent florescent tubes, and that there were programs available to take advantage of rebates from KCP&L, if we were to consider upgrading the lighting in our buildings. As I began to research the different lighting options, I learned that we could really improve the overall quality of our lighting,

and at the same time save energy. Western Extralite, the electrical contractor and I walked our entire facility, we discussed my goals and priorities, the new lighting fixture options, and how they would improve the quality of our lighting. The next step was to contract for a thorough scientific evaluation of the lighting in our facility. Western, together with the contractor, KC One Service Company, crunched the numbers and prepared a proposal with three different options for the project. The first option was clearly the winner; in fact it was a "no brainer". It called for replacing nearly every light fixture with new energy efficient fixtures that would provide better, more consistent lighting, at less than half of the energy cost.

Another amazing thing that came of the study was that by using this new technology, we would end up with over 100 fewer fixtures, which would also save on the installation costs for the project. We then submitted our application to KCP&L for the rebate, signed off on the proposal, and materials were ordered.

The project is now 100% complete, and the results are amazing, there is a day and night difference. The newly lit areas look brighter and cleaner and the staff even seems more cheerful! The investment was significant, but after the KCP&L rebate, along with the projected energy savings, it pencils out to a two year return on investment....what a deal! We get greener, brighter, cleaner, happier, and save money to boot!

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

NICE KUDO FROM GOOGLE

We recently received a letter from Google notifying us that Arrow is a "Favorite Place on Google".

Between December 1st of 2009 and February 28th of this year, Arrow was one of the most popular local businesses on Google, as measured by how many times people found our business listing on Google. More recently 4,167 users saw our listing on Google Local in the last couple of

months. Google tells us that in order to receive this recognition we ranked in the top 1% of all U.S. businesses in local Google search hits. If you'd like to see our Google search listing,



just google us (like use - "dry cleaning kansas city") and click on the "reviews" link next to our name. Or you can always go directly to our web site at: www.ArrowFabricare.com for complete information.

YOU'RE MOBILE. SO IS ARROW.

This is a special new service for



Arrow customers who bring their clothing directly to the Troost Counter and are not on route pickup service.

Now you can get instant notification that your Arrow orders are ready for pickup... by email or by text message. This is a free service! Just call the office to get this set up.

IN SPITE OF ECONOMY OUR LEATHER BUSINESS CONTINUES TO BE GOOD

No matter whether the economy is at its best or at its worst, Arrow usually weathers the ups and downs with aplomb.

You may not realize it, but a very substantial part of Arrow's sales mix are local and national dry cleaning establishments that send their leather and



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

suede cleaning, repair and restoration to us by mail and by national courier services.

WHAT'S IN A TAG LINE

We use it in our advertising, on our "Arrow Words to Live By", but do we really live by it, and believe it?

**"With every garment,
every employee
and every customer,
Arrow cares".**

But who is Arrow? Here's what we think...

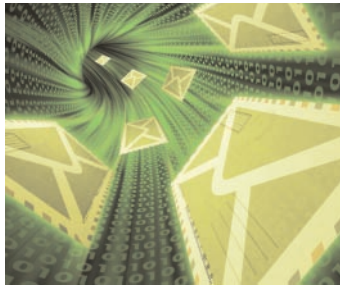
- We think it is all of us.
- We think it is our customer service people on the phones, and at the counter who take care to make our customers feel appreciated, and that we care about meeting and exceeding their needs.
- We think it's our check-in staff that takes extra care to make sure that our customer's requests are followed, and take special care to make sure that fragile hardware is covered or removed.
- We think it's our route drivers that make sure our customers get their orders when requested, and go out of their way to make our delivery service convenient and courteous.
- We think it's our cleaners, and our finishers in every department that work so hard to remove spots, and wrinkles, and make our customer's favorite garments look like new.
- We think it's our restoration staff who is so careful and compassionate to families after they have suffered a sometimes devastating event, and help them put some order and comfort back in their lives.
- We think it's our managers, and supervisors who work so hard to balance the responsibility of getting the work done, while looking after the welfare of their staff, all within the restrictions of the budget.

It means that as the owner of Arrow, I care about all of our employees, all of our customers, and their garments. I care about the environment, and the community that we live in, and I believe that if we all live by our "Arrow Cares" motto, we will always have loyal, happy customers, and a successful business! ~ Bruce Gershon, CEO

Q&A

Q. My comforter is flat in some spots. Will cleaning it help fluff it up?

A. Down can shift with normal use. The cleaning process will redistribute the down in your comforter. If additional fill is needed, we have both down and feathers available to add to your bedding..



GO GREEN...HAVE YOUR NEXT STATEMENT SENT BY EMAIL

Arrow has the capability to send your monthly statement electronically. You can help us be a little greener...and by helping us we save on postage and handling, plus contribute to keeping the cost of our Arrow services down. If you are interested in receiving your statements by email, send us an email to "office@arrow-care.com" with "statement" in the subject line.

Published discounts are valid for the months stated below

UPCOMING PROMOTIONS!

Clip These Coupons

AUGUST
Area
Rugs
**15%
OFF!**



SEPTEMBER
Fall Leather
& Suede
Cleaning Sale

**\$10
Off!**

**Each
Item
NO
LIMIT!**

*Some fancy or designer
garments may be
excluded.
Prices upon request.*

OCTOBER
Household
Items
Bedding and
Pillows...
**20%
OFF!**



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>

"If lawyers are disbarred and clergymen defrocked, doesn't it follow that electricians can be delighted, musicians denoted, cowboys deranged, models deposed, tree surgeons debarked, and dry cleaners depressed?" George Carlin.



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