



ARROW TODAY

FIRST QUARTER - 2011

ARROWVISION



HERE WE GROW AGAIN!

Well, for those of you that know me well, you may remember that after finishing our 6th building addition and expansion in 2004 I said that was it. I'm done building on. This is big enough, I just want to do high quality work, as much as this facility will accommodate, and be happy with the volume. Well, the worst economy in my lifetime has made that a little more challenging, but all in all, seven years hence that is about where we are.

So why am I writing about growing? Some of you may not know it, but nearly 10 years ago, we acquired Blanc Plume Fine French laundry in NKC, assumed their lease, and moved our fire & water restoration dry cleaning division into that cleaning and laundry facility. Over the course of the last 10 years both of those divisions have experienced a slow but steady growth, but in the last year our restoration business has really taken off.

A couple of other exciting things have happened as well. My son Brad has joined the business, becoming the fourth generation of the Gershon family in the business. Also, right about the time that Brad joined us, another very interesting opportunity presented itself. The company that had been cleaning our draperies for the past 15

plus years decided it was time to call it a career. We met, agreed on a price, and struck a deal to acquire the equipment. Along with the acquisition of the local drapery cleaning business, we decided to investigate the Onsite cleaning system to further expand our services.

I couldn't move all of this additional equipment into the space in NKC without a total revamping of the facility, so I decided it was time to look for a building. With the tireless help of a good friend, I started to look for just the right building. Much like

our Troost location, we didn't need a fantastic retail setting, and we found the perfect building at 1333 Washington Blvd, in Kansas City, KS. We have much work ahead, but hope to have the renovation and installation finished for an April 29th move in. We are very excited to start a new future, with the combined French Laundry, Fire & Water Restoration and Drapery Cleaning operation under one roof in our own building! So, here we grow again!

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

EXCITING NEW CLEANING SERVICE FROM ARROW - On-Site Drapery and Window Treatment Cleaning

Arrow has always strived to be the best cleaners in the Kansas City metropolitan area for 97 years, it only makes sense for us to keep on going by expanding our services. We are now one of the only companies offering On-Site Drapery and Window Treatment Cleaning, along with our full service take down and re-hang of Draperies.

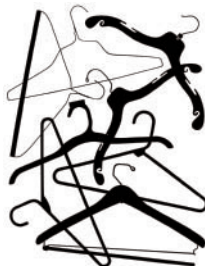
On-Site cleaning guarantees no shrinkage, or damage. All of our Arrow professionals are Certified Fabricare Specialists, and have the ability to clean any type of Drapery or window treatment on the market. We are also the only certified cleaner in the Kansas City metro area of Hunter Douglas Window Treatments. Call us at 816-283-3473 or email us today at

info@arrowdrapery.com to setup your pre-inspection. The Arrow professionals will meet you at your home or business free of charge and give you the full details of our process as well as an estimate to clean your desired window treatments.



CAN I RECYCLE MY HANGERS?

Yes. Hangers to be recycled should be bagged separately from your garments you are sending in for cleaning, thus helping protect your clothes. We appreciate you being a part of this program. If you have any questions please feel free to contact us anytime.



DOES FREQUENT DRY CLEANING SHORTEN THE LIFE OF A GARMENT? Q&A

On the contrary, frequent cleaning prolongs the life of a garment. Not only do stains set with age, making the garment unwearable, but ground-in dirt and soil act as an abrasive, like sandpaper, causing rapid wear of fibers. Also, insects are attracted to stains from food, beverages, and body oils such as perspiration, and oils from hair and will cause further damage.

Research was conducted by the Department of Clothing and Textiles at the University of North Carolina at Greensboro. The research showed that the various drycleaning processes had no negative effect on the properties of wool in men's suiting fabrics.



NEWS from the Leather Department

ARROW RENEWS COLOR IN LEATHER AND SUEDE

The leather department has developed a new process for color faded suedes & nubucks. The process is called drum dying. Much like natural textiles, leathers and suedes experience dye loss due to light exposure. This color loss is called Oxidation. The most common areas affected by oxidation include the collar, shoulders, down the sleeves and general areas along the garment. We can restore these garments to almost any darker color, such as brown, navy, dark green, black, purple, and maroon. Because the dying is done in water, the process works best on skins that also respond well to our leather wet cleaning process.

We can do all your... Alterations

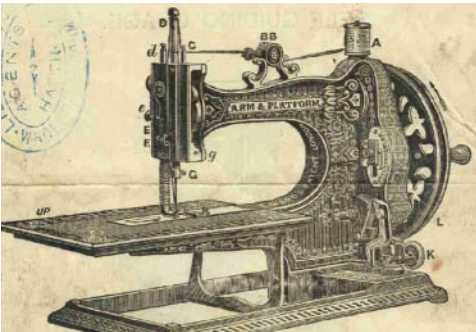
Are you looking for the perfect fit? Do your favorite garments have a hole or two?

Arrow offers professional in-house alterations, reweaving, reknitting, tailoring and mending for men's, women's, casual, business, formal and bridal wear.

No appointments necessary. M-F 9-5, Sat & Bridal by appointment only please 9-12.

A LITTLE HISTORY

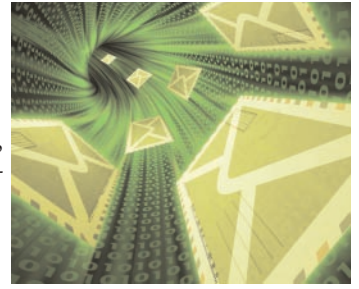
Sewing machines were invented during the first Industrial Revolution to decrease the amount of



manual sewing work performed in clothing companies. Since the invention of the first working sewing machine, generally considered to have been the work of Englishman Thomas Saint in 1790, the sewing machine has vastly improved the efficiency and productivity of fabric, clothing industries and needle industries.

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

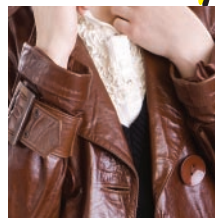
Arrow has the capability to send your monthly statement electronically. You can help us be a little greener...and by helping us we save on postage and handling, plus contribute to keeping the cost of our Arrow services down. If you are interested in receiving your statements by email, send us an email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



APRIL

Spring Cleaning Sale

Leather & Suede

\$10 Off!

Each
Item
NO
LIMIT!

MAY FREE SUMMER FUR STORAGE

\$76⁹⁵

WITH FUR CLEANING...
COMPLETE! ALSO, FREE SUMMER
GARMENT STORAGE!

Also in May!!



UGG CLEANING!

15% Off!

We'll make them look
almost like new!



SAVE this JUNE

BRIDAL GOWN CLEANING & PRESERVATION

15% Off!

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

facebook

"Like us" 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>

CLEAN(jing) JOKE: A man opened a dry-cleaning business next door to a convent. A few days later he knocked on the door and asked the Mother Superior if she had any dirty habits. :-)



Customer Information from ARROW FABRICARE SERVICES

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