



# ARROW TODAY

**SECOND QUARTER - 2012**

## ARROWVISION



### **Employee benefits, benefit us all.**

The recent new hiring of a few people has reaffirmed my belief that offering a great benefits package helps us attract and retain the best people possible. In interviewing one recent applicant, who was already working another job, I inquired "Why do

you want to leave your present job?" The answer was, "no benefits". "None?" I asked, "None" they replied. "No vacation, no healthcare?", "No, nothing" was the reply. I don't often stop to think about how many employers offer no form of benefits, but that conversation did get me thinking, I'll bet there are more than I thought.

We believe that by offering the best benefits for our employees, we will be able to attract the best people in

our industry, as well as attract great people from other industries too. Just as important, by offering benefits like, vacations, paid holidays, healthcare, vision, dental, FSA and 401K plans, it helps us hold on to a well-trained, and experienced staff. We also know that employees that are happy, and healthy, and feel valued by their employer, will take pride in their company, and it will be reflected in the way they treat our customers.

As Kansas City's oldest and most experienced specialty dry cleaner, well trained, experienced employees enable us to provide the highest quality, most consistent service for our customers. At Arrow, we consider ourselves very fortunate, to have a successful and profitable business, one that affords us the chance to offer the type of benefits package that few companies in our industry offer.

We are very thankful for customers like you that make it possible!

**Bruce A. Gershon,**  
President/CEO  
bruce@arrowcare.com

### **Ehow.com and The Power of Social Media**

Beginning this month owner Bruce Gershon is being featured in a series of Leather and Fabric care "how to" videos on ehow.com.

If you have not heard of ehow.com, it is a website that receives over 100 million visitors per month and offers answers to myriad questions that millions of viewers are interested in.

He was contacted by ehow.com through one of their producers who had used Arrow's services previously. Her husband was going to throw away one of his old leather coats, but she did not want to get rid of it. She did a Google search on leather restoration, and came to the conclusion that Arrow was the best place to send this special coat. She shipped the coat to Arrow through our special online shipping program, and when they received the coat back...*(Continued on reverse side)*...



#### **Customer Information from ARROW FABRICARE SERVICES**

3838 Troost Avenue • Kansas City, MO 64109 • 800-54-ARROW • 816-931-2452 • www.ArrowCare.com  
Customer Service Email: bea@arrowcare.com

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they were more than thrilled with the results.

Being recognized as one of the premiere leather cleaners in the country ehow.com asked Bruce to do a Leather and Fabric Care "how to" video series. 17 helpful videos were filmed in February and have been posted on ehow.com. Bruce's instructional videos have already hit the ground running on the social media scene with fashion icons retweeting Bruce's video's on their twitter. One to mention is J. Alexander Martin best friend of Daymond John who is one of the sharks on the hit Television show "Shark Tank." J. Alexander Martin is the co-founder of FUBU with Daymond John. These video's can be very helpful, potentially save you time and money. However if you're not 100% confident you can do it at home, the professionals at Arrow will be happy to take care of it for you.

**Some help recycling unwanted Arrow Hangers**



We are now providing our customers with cardboard hanger caddies for their personal use in an effort to help us to reduce the amount of steel in our local landfill sites. These caddies will be used to easily stack and store hangers and then exchange the full caddies for empty one's. If you would like to participate in this program ask your route driver, email us at [office@arrowcare.com](mailto:office@arrowcare.com), or call us at 816-931-2452!

All you have to do is place any unwanted Arrow hangers in the caddy, once the caddy is full, place it next to your cleaning bag to be picked up. Your driver will leave you a new caddy. Please do not put caddy with hangers in your cleaning bag, hangers can damage clothes when placed in the same bag!

If you are a front counter customer and would like to participate, all you have to do is ask your friendly Arrow customer service representative.

# ARROW'S SUMMER



<b>May</b>	<b>15% OFF UGG BOOTS &amp; SLIPPERS &amp; Fur Cleaning &amp; Summer Storage Package - \$76.95</b>
<b>June</b>	<b>15% OFF Bridal Gown Cleaning &amp; Preservation</b>
<b>July</b>	<b>15% OFF Handbag Cleaning &amp; Restoration</b>

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

**facebook** "Like us" at <http://www.facebook.com/arrowfabricare>

**follow us on twitter** Keep a communication connection with Arrow <http://twitter.com/ARROWFABRICARE>

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

### Arrow Rewards

Don't forget to look for your \$10 Arrow Rewards coupon on your finished orders. Thus far since the launch of the program, over 30 people have redeemed their coupons. Since last February, customers began accumulating points on their account. Every time you reach 250 points you will receive a \$10 coupon and other special rewards as you reach higher levels. Be sure to check the tickets on your returning orders for your rewards coupon.



To redeem your coupon you will need to present it with your next order. **This is our thank you to you, because without you we would not be in our 98th year.**

