



ARROW TODAY

FIRST QUARTER - 2012

ARROWVISION



MUSINGS ON 2011

As I reflect on last year, the first thing that comes to mind is that as many companies continue to struggle with the current economic climate in the US, we count ourselves among the lucky ones that continue to be successful in spite of the odds. I believe that high quality service, and diversification has been a huge part of our success. Also, I know that our great staff and very low turnover in key positions of our company have great-

ly contributed as well. Sadly, this past year, we lost a very valuable member of our staff, Gayle Purdy, passed away on Sept 26th after a 13 month long battle with cancer, and although it did not cause any service interruption, it did cause some emotional challenges for us.

2011 saw the dramatic transformation of our Fire restoration, French laundry, and now Drapery cleaning facilities, as those divisions moved into their new home at 1333 Washington Blvd., Kansas City, KS on June 1st of this year. After nearly a year of searching and planning the new space is now one of the premier restoration

plants in the country, and business is booming too. Our new drapery cleaning service is off to a great start, and we are expecting big things in the coming months. Our mail order business is doing very well, as we continue to be recognized as the most recommended leather cleaner in the country!

For the fifth year in a row we participated in the KMBZ News Radio 980 annual Coats for Kids campaign. We collected and cleaned over 1700 coats again this year, pushing our 5 year total to nearly 9000 coats, and the entire campaign, including coats cleaned by Pride, and coats purchased with cash donations to nearly 60,000 coats for under privileged children in the greater Kansas City area. I'd like to express a special thank you to Jim Roddy our plant manager, for a yeoman's job in cleaning all of the coats!

Finally, Stephanie and I would like to thank all of our wonderful staff for their dedicated service, and for you our valued customers, for without you there would be no company!

We wish you all a very Happy and Healthy New Year in 2012!

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

ANNOUNCING ARROW REWARDS

2012 marks our 98th year in business. In appreciation of our loyal customers that have kept us going strong all these years we are proud to introduce Arrow Rewards!

Starting February 1st each customer will begin 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.

PUT A FACE TO A NAME

The voices of Arrow Fabricare. Our customer service representatives are always available and happy to assist you.



LEFT TO RIGHT: Durae, Susie, Niecey, Amber, Bea, Brendalee, Stephanie, and Heather

ARROW TIP

Spray perfume/cologne and hairspray on before you get dressed. The alcohol in the spray can fade, discolor or stain clothes.



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@arrowcare.com

THREE WAYS TO GO GREEN WITH ARROW.



Hanger and Poly Bag

Recycling - Arrow has joined the Drycleaning and Laundry Institute's Hanger Recycling Program, whose goal is to keep over 10 million hangers out of landfills in 2012. Arrow has pledged to recycle 25,000 hangers this year! To help us out, just send your Arrow hangers back with your driver or drop them off at the Troost Avenue Front Counter. Please bag the hangers separately to protect your clothing.

We will also recycle the Arrow poly bags. Please bag separately.



Sign up for email billing -

If you would like to receive your statements by email all you have to do is send us an email to office@arrowcare.com with "statement" in the subject line.



Green Care Cleaning for your clothes. - To learn more about Arrow's Green Care Program go

to: www.arrowcare.com/green_scene.html

If you would like to sign up just send an email to office@arrowcare.com with "GreenCare" in the subject line, or give your friendly Arrow Customer Representative a call. We are always thinking of the environment and may your 2012 be as Green as Ours!

DISTINGUISHED ACCOMPLISHMENT IN THE DRY CLEANING INDUSTRY

Arrow is one of only three drycleaners in the entire country to achieve all nine Seal of Approval (Award of Excellence) icons. Arrow is also the only Seal of Approval dry cleaner within 250 miles of Kansas City.

What is the Seal of Approval?

When you see the gold star and Seal of Approval decal and customer



service pledge poster at Arrow, it means we have passed a rigorous set of cleaning evaluations and demonstrated a level of quality far surpassing the average dry cleaner.

Each Seal Of Approval cleaner is required to be a member of a drycleaning association offering education, training, research, and technical support. They must also perform a Cleaning Performance Test (CPT) annually, demonstrate their ability to remove common stains and post the Award of Excellence Customer Service Principles poster. Seal Of Approval cleaners also demonstrate their professionalism in a variety of different ways including taking classes, using secret shoppers, and having their plant evaluated by an association of cleaners such as the International Fabricare Institute.

That's one reason why you'll find a dry cleaning Moneyback Guarantee as part of every Seal of Approval cleaner's pledge to you, the customer. We believe the difference in the quality of a Seal of Approval cleaner is one you'll notice right away.

Want to know where to find all the best deals at Arrow...
"Like" Us on Facebook!!

Just find Arrow Fabricare Services on Facebook and click the "Like" button.

- Be the first to hear about Arrow's current specials and promotions.
- See customers' testimonials about our different services.
- Hear what's going on with Arrow in the community.
- Check out our Facebook only deals.



facebook

Published discounts are valid for the months stated below

CLEANING PROMOTIONS!



FEBRUARY HOUSEHOLD ITEMS

15% Off!

MARCH SWEATER CLEANING SALE!
30% OFF!

NO LIMIT!



APRIL Spring Leather Sale

Any Leather or Suede garment

\$10 Off!

Each Item NO LIMIT!

ARROW CHUCKLE! Why you don't send your husband to the drycleaner...One day a husband decided to wash his sweatshirt. Seconds after he stepped into the laundry room, he shouted to his wife, "What setting do I use on the washing machine". It depends," she replied. "What does it say on your shirt?" He yelled back, "Texas A & M."



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