

ARROW TODAY

FABRICARE SERVICES



4TH QUARTER 2014

ARROW VISION

What does Arrow's 100th Anniversary mean to me?

The 100th anniversary of Arrow means a great deal to me. It is a time of reflection, and a source of great pride in what we have accomplished. I have heard all kinds of statistics about how few companies survive the third generation of family ownership, let alone make it to 100 years. I owe my father a great deal of thanks for giving me an opportunity, and for believing in me. Not long after I joined the business 40 years ago, I remember he said to me, "Don't say you work for your Dad, but rather say you're in business with me." That set me on a path of understanding the feeling of ownership, and whether by happenstance or his plan, he let me do so many things that I felt were necessary to grow the business.

Approximately fourteen years after I joined the business, we executed a stock redemption plan in which I was able to purchase the stock in the company from my Mom and Dad with "sweat equity". Even though Dad took his social security and a lesser role in the company, he never had any intentions of totally retiring, so over 26 years later he still comes in a few hours each day, keeping his hand in, and he plays an important role in mentoring my sister Susie, the leather department employees, and talking to his many customers and friends on the phone.

Our 100th anniversary means 40 years for me of an incredible education in business as an entrepreneur. It means I have basically grown up in the business, and worn every hat possible that one could wear, from route driver and sales, to fur cleaner, hat blocker, dry cleaner/spotter, leather cleaner, sprayer, fire restoration sales, pack out, and project manager, just to name a few. I have had a chance to learn every aspect of the business, and steer the company in the direction of diversification that has served us well. That foundation of learning and doing most every job in the business was fostered in me by my Father, and gave me an understanding of hard work, and what it took to be successful.

Above all else it means that over the last 40 years I have come into contact with so many people it would be impossible to count. I have been so lucky to know so many customers, employees, and colleagues that have truly enriched my life. Countless relationships from which I have learned so much; a lifelong relationship of being in business with my family, although bumpy at times, always cherished. It means that I have not only had the opportunity to work with my wife Stephanie for over 26 years, but have had the love and support of her and my children Brad and Lauren through all of the really tough growth years, when I needed that support system to keep my sanity. I am also lucky to have had my sister Susie join the business 6 years ago, and now enjoy an even stronger bond with her. I have had the great pleasure of getting to know so many customers over the years from all over the country, as well as here in Kansas City, and some of them have become great friends. We have also benefited greatly from being a member of two unbelievable industry groups, made up of colleagues in the leather specialty business, and the textile restoration business that we could measure our company against,

and some of these business owners have been like my board of directors. One man in particular that I have been so fortunate to have known and learned from was Mr. Sid Tuchman, one of the great mentors in my life.

Finally, none of these 100 years of longevity would have been possible without the wonderful employees that enable us to carry out the plans, do the work, and serve our customers. So this 100th Anniversary is very much about our employees, past and present, who have worked the long hours in sometimes difficult conditions, and have believed in our mission of being the best at everything we do. And so that is why we say...



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

Bruce Gershon
President & CEO

Did you know?

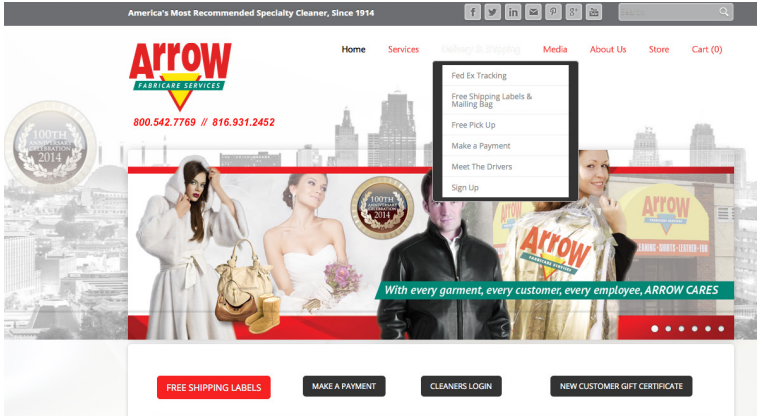
Kansas City is known as the City of Fountains and is rumored to have more fountains than Rome. With over 250 fountains around town, they are everywhere you look but do you know how it began.

The first fountains in Kansas City were for horses, birds and dogs serving a practical purpose. In 1883 the Humane Society of Kansas City was established to prevent cruelty to women, children and animals. In 1904 they built Kansas City's first fountain near the west end of the intercity viaduct, at 3rd and Minnesota. It has a large square pedestal with 4 small pools for dogs to drink from at street level and a 4' diameter granite basin at a height for horses to drink. The water came out of spigots in lions' mouths into this taller bowl so people could get clean water in their cups. The overflow went into the street level basins for the dogs. There was a street light on top. It was moved to 18th & Parallel and finally in 1967 given to the Wyandotte County Museum.



WEBSITE

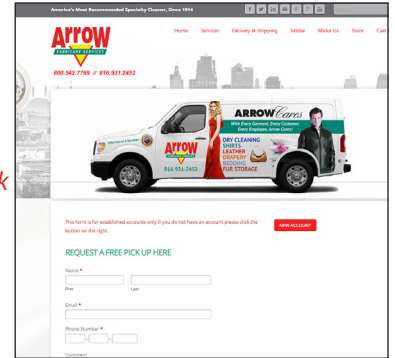
Shipping & Pickup on the new website



Arrow Fabriccare launched their new website, www.arrowcare.com on September 15th. Arrow has stayed in business by listening to our customers for 100 years. Although we have deep roots and have held onto our traditional values, we see the need to continually change with emerging technology and social platforms. The new website is clean and built for ease of use with simple navigation. The website is for local and national customers to simplify the process of online ordering

The new website will allow customers to create shipping labels, request pickups, buy products and pay on line.

Website Tip: To schedule a pickup you must be a registered customer. When you click on the Free Pick Up, you can register by clicking on the red button that states New Account.



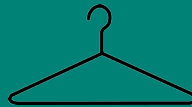
EYE

Reminder!

Are you watching for the ORANGE envelope???



Arrow wanted to remind you to keep your eyes out for the "Safe and Secure" envelopes on your clothing. When an item has accidentally been left in a pocket or attached to an article of clothing (i.e. brooch or credit card), Arrow places that item into a "Safe and Secure" envelope and attaches it to an article of clothing. We want to make sure your personnel items get returned safely to your home. The tags are neon orange and stand out. Please do not discard these envelopes without opening.



If you are among the many who find wire hangers collecting on the closet floor or in piles destined for the trash, Arrow will take them in and recycle them. If bagged, we will accept them at our counter location on Troost. We will pick them up from our residential route customers if they are bagged separately from the clothing and marked for pickup. We also provide wire hanger recycling caddys.

PLEASE DO NOT PLACE HANGERS IN THE BAG WITH YOUR DRY CLEANING PICKUP. HANGERS CAN DAMAGE CLOTHING IN THE TRANSFER. PLEASE USE CARDBOARD CADDY OR PLACE IN A SEPARATE BAG.



Don't forget to look for your \$10 Arrow Rewards coupon on your finished orders. Every time you reach 250 points you will receive a \$10 coupon. 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 entering into our 101st year.

SPECIALS

JANUARY

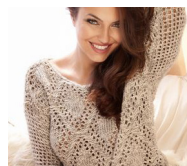
FEBRUARY

MARCH

15% OFF Handbags

15% OFF BEDDING

20% OFF SWEATERS



Arrow's annual Coats For Kids drive was a great success. As always Arrow was a drop off site for new and near-new coats for the winter that are distributed to school children in the greater Kansas City Area. Scott Parks from KMBZ Kansas City did two live broadcasts from the front counter at Arrow. Once coats are dropped off, they are cleaned at our facility.

