



# ARROW TODAY

**FOURTH QUARTER - 2008**

## ARROWVISION



### SOME VERY NICE NEWS...IN THE MIDST OF MOSTLY BAD NEWS

As we enter the 2008 holiday season with an economy in disarray and little or nothing in the "good news" column, I want to challenge you to create some good news! I would like to invite you to participate in our "Coats for Kids" campaign by becoming a donor of one or more coats - or cash to be used to buy coats by the Sertoma Club. You will definitely feel better knowing that you've been a contributor - and that is

good news!! Arrow is a busy place and elsewhere in this newsletter you'll learn about another "good news" program that Arrow supports for literacy in the schools. Of course, this past year brought the color green to new heights of ecological awareness and Arrow has responded with a formal "green" program to encourage environmental responsibility in the cleaning services we provide. That's good news, too! In addition, we are evaluating additional new services, and 2009 marks our 95th year in business; we are moving forward. We've seen downturns and upturns and turnarounds. Arrow isn't standing still - and that's good news. We believe in the promise of the future and we hope you will continue to use our services and

recommend Arrow to your friends. Everyone in the Arrow family wishes you a happy holiday season and a much better year in 2009!

**Bruce A. Gershon**  
President/CEO  
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### SIXTH ANNUAL "COATS FOR KIDS" CAMPAIGN STARTS NOV. 10TH

Arrow Fabricare has again jumped in to help out the 6th annual Coats for Kids Campaign from November 10th to December 12th. Arrow is working in cooperation with KMBZ Radio, The Sertoma Club, Pride Cleaners and Gail's Harley-Davidson to collect usable coats

and winter jackets - and cash. "There's always a need," says Neil Larrimore, KMBZ program director, "but this year the tough economy has put a huge crimp in lower-income budgets. When we can offer clean coats and jackets for school-age young people before the blustery onset of winter, it's a feat of heart." Last year, the first for Arrow's participation, more than 11,000 coats and jackets were collected, cleaned by Arrow and Pride, and

distributed by volunteers from Sertoma and the U.S. Army to the Kansas City, Kansas, Kansas City, Missouri, Hickman Mills and the Independence school districts. Again this year, Arrow will have a large coat collection box in the lobby at 39th and Troost. Arrow's residential route customers are asked to separate, and clearly mark the bag with their donated coats. The Arrow route representative will gather the donated coats along with the customer's regular order. Check your closet for outgrown and unused coats! All sizes are needed. Thank you for helping make "Coats for Kids" a success again this year!

### HANDBAG CLEANING

Ladies love their handbags. But scuffs and stains can really ruin the pleasure of carrying a fine bag. Did you know that Arrow offers waterproofing for leather handbags? The treatment will protect your favorite handbags against becoming water stained if you're caught in a down-pour or a snow-storm!

Arrow's leather lotion can be used at home to keep the leather pliable and to minimize scuffing. And, another idea to protect your handbag is Arrow's sleek, handbag hook, to keep your bag from lounging on the floor under a chair or table. Arrow's counter-weighted handbag hook folds flat into its own black velvet carry case. You can order a purse hook at [www.Arrow-Care.com](http://www.Arrow-Care.com). Click on "Products".



### Customer Information from ARROW FABRICARE SERVICES

3838 Troost Avenue • Kansas City, MO 64109 • 800-54-ARROW • 816-931-2452 • [www.arrowfabricare.com](http://www.arrowfabricare.com)  
Customer Service Email: [bea@arrow-care.com](mailto:bea@arrow-care.com)

## WHO 'YA GONNA CALL?

Do you have seldom-used linens, like those for the holidays, with "ghost stains"? As sometimes happens, improper care will fail to remove all the properties of the staining agent and it can re-appear. If you have "ghost stains" on your linens, call Arrow. We have the expertise to chase those stains away!

## FAQ: HOLIDAY LINENS (CANDLEWAX, WINES, REWEAVING)

Before, during and after the holiday season, some of the most frequent questions we receive concern removing candlewax, red beverage stains and re-weaving woolsens that have been damaged by insects while being stored out-of-season.

First - Arrow removes candlewax without damage to the underlying fabric and then we finish the item to perfection.

Second - Red wine and beverages or foods containing artificial red coloring are perfect for specialty cleaning processes. If we are informed as to the source of the stain, we will carefully process the item to remove the stain.

Third - Try as we might, humans must face the insect world regardless of where or how we live. Larval stage insects are hungry monsters and they do a lot of damage to natural fabrics. Arrow offers fine re-weaving services that can save you replacement costs on your wardrobe. While we recommend cleaning all your out-of-season garments before storing, there are those garments that seem to command a year-round availability, such as: tuxedos, and fancy silk shawls and wraps. If you have a need for re-weaving, call Arrow!

## ARROW GREENCARE

Arrow's GreenCare program, introduced this past spring is continuing to grow nicely. Our customers have praised the program for its environmental sensitivity and for giving them a sense of control over their cleaning processes. Arrow GreenCare doesn't cost more than our regular services, either! The Heartland Tree Alliance benefits each time an Arrow customer signs up for GreenCare cleaning. What can the Arrow "GreenTeam" do for you today?

## E-STAR IN EDUCATION

Arrow is celebrating it's sixth year as a supporting business partner for the Newspapers in Education program of the Kansas City STAR. The program provides the Kansas City, Missouri, schools free 24/7 access to the newspaper to reinforce student literacy skills.

## FALL AND WINTER FASHION NOTES

What is the color of "austerity chic"? It's black, of course. Fashion designers have borrowed heavily from various periods in the 20th century to set the trends



for 2008 fall and winter. The simple, clean look is favored and is best characterized by the wardrobe of the late Jackie Kennedy Onassis, complete with the hat. Women's blouses are recalling the late 1970's and early 1980's

*"Cleaning your house while your kids are still growing is like shoveling the walk before it stops snowing." ~ Phyllis Diller*



## NOVEMBER Prepare Now for Your Holiday Guests

We specialize in cleaning Tablecloths, Napkins, Runners, Placemats...Bed Linens, Down Pillows, Comforters, Sheets... AND MUCH MORE!

## DECEMBER

In December it's time for Formal Wear and Wedding Gown Cleaning & Preservation

*Holiday Greetings to  
One and All!*

with floppy bows tied at the neck. Wide-leg trousers with clean lines fall from the hip in an homage to the mid-to-late 1960's. Dress and hemlines are whatever suits you, from micro-mini's to ankle-length. Look for narrow pencil skirts to hover at

knee length. Cocktails will be sipped by ladies with bared shoulders, especially one-shouldered designs showing off beautiful necklines! (source: *Fall/Winter Trend Overview 2008-09* by M. Luther, published by *The Fashion Group Foundation*)



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