

# COATS FOR KIDS 2016



The numbers for the 2016 Coats for Kids collection were astounding this year! Between coat donations and coats purchased with money from donations approximately 6500 coats were distributed to children in Kansas City Schools. Thank you to everyone who helped make this event a success!

# 2016 CUSTOMER SURVEY WINNERS

- Grand Prize \$250.00 towards any Arrow Service - Sandra K.
- 1st prize \$100.00 towards any Arrow Service - Scott F.
- 2nd prize \$50.00 on any Arrow Service - Leigh Ann H.
- 3rd prize \$25.00 on any Arrow Service - Pam W.
- 4th prize Leather Furniture Conditioner - David C.
- 5th prize Leather product bundle - Steve C.
- 6th prize Handbag bundle - Patty S.
- 7th prize Storage Bag bundle - Kelly L.
- 8th prize Handbag dust cover and hook - Joyce R.
- 9th prize Leather Lotion - Rob F.
- 10th prize Lint Roller - Edward M.

# SPOTLIGHT ARROWS GOOD SAMARITAN'S



**JIM RODDY**  
Dry Cleaning Manager  
With Arrow 33 Years

Jim grew up in Nebraska, born on a farm, attending a 1 room country school from 1st-8th grade. 8 total in his class, 4 Roddys went home together for lunch everyday. They had no phone, no running water, teacher would bring an igloo cooler to class everyday for water. The school was built on his family's land. Jim then went to Nebraska City High School,

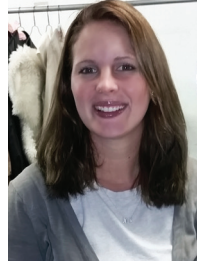
graduating class of 27 students. He then attended North-west Missouri State and received his degree in Marketing and Management.

### Good Samaritan

While Jim was driving to Home Depot on Linwood Blvd he spotted someone stumbling, then slumped down by a fence, he stopped and asked if he could give them a ride, the man asked him if he could take him home. Jim put him in his car and proceeded to drive him home which was just a few blocks away. After walking up 6 flights of stairs, the man collapsed. Jim called 911. The man was going into diabetic shock. The paramedics attended to him and got him stabilized.

Had Jim not come to this man's aide he may not have made it. The man's name is Chris and he is 60 years old. As Jim was leaving after several hours he got in his car and the battery was dead. That did not matter to Jim, he was just happy he was at the right place at the right time.

Thank you Jim!



**ASHLEY MOORE**  
Assistant Leather Dept Supervisor  
With Arrow 9 Years

Even before Arrow Ashley had worked in Dry Cleaning. Ashley is married and has 3 children. She lives out in the country and has 8 chickens, 8 rabbits and several ducks. Ashley teaches Bible School one night a week to preschool age children.

### Good Samaritan

One morning Ashley was going to get coffee at McDonald's before work at 5:45 am. She noticed a girl waiting for the McDonald's to open at 6 am. The girl had on a T-shirt and jeans and it was one of those frigid mornings where the temperature was around 2 degrees. Ashley went to her car and gave her a coat and blanket she had in her trunk. When McDonald's opened Ashley went to buy her some hot chocolate and then went to talk with her. Her name is Katie, she is 26 years old. Katie was married and in an abusive relationship. Her parents being racist had abandoned her at age 17. Ashley told her she would come back after work, but McDonald's would probably not allow her to stay there all day unless she was eating or drinking. Ashley went back after work with another coat from Arrow. She was still there with several homeless people. Katie told Ashley a couple had offered her a place with heat. Ashley left her with a packet from STOP. Ashley was going to offer to place Katie in a shelter as Ashley belongs to STOP, a group that rescues human trafficking victims and raises awareness. Ashley has heard from Katie once since, at which time she called and asked her to pray with her. Oak Park Mall is a major place where human trafficking takes place.

For more information please visit [www.polarisproject.org](http://www.polarisproject.org)

Thank you Ashley!

# MARKETING GREEN DRY CLEANING

"Green Dry Cleaning", "Eco-friendly", "Organic", "Environmentally-friendly", oh and here is my personal favorite, "Chemical Free". What does it all mean? For many of today's dry cleaners, it is simply marketing, a way to appeal to people that care very much about the environment, and have good intentions, but may be misinformed about dry cleaning. Here is a problem with the Internet; once something is put on it, you can Google (search) it forever. A quick story; a few weeks ago my wife found an article about dry cleaning on the internet when she was searching Environmentally Safe Dry Cleaning, after reading a story about Patagonia's recent gigantic marketing campaign. As she read some of it aloud, I was aghast at what I was hearing, and I said, send me that link, something needs to be done about that; I need to send that to the Drycleaning & Laundry Institute International, for an industry rebuttal! As I started reading the statistics that they were quoting in the story, I realized it was over 10 years old. I stopped myself from overreacting to something that was obviously so outdated, but then wondered how many people that don't know any better were reading and believing it as current facts.

Dry cleaning is a big unknown to so many people, which is unfortunate, but understandable. The word Dry, as it applies to dry cleaning, simply means that clothes are washed in solvent as opposed to water. In the current world of dry cleaning there are many choices of solvents due to the industry seeking alternatives to the one solvent, commonly referred to as Perc, that has been identified as being harmful to the environment, as well as workers. Less than 40% of dry cleaners still use it, but since the mid 1980s when these facts became common knowledge in our industry, there have been many advances in the machinery, transport, handling, and use of this solvent. Levels of exposure to employees are measured, and closely monitored, the new machines have controls to make sure clothes are totally free of the

solvent when removed from the machine after the drying cycle. This is also the case with nearly all of the solvents used today, and the one thing they all have in common is they are all chemicals designed to clean textiles without twisting and distorting the fibers. They also all need the help of detergents to clean your clothes, and they are not all equally effective at it. In all cases where water soluble spots and stains that dry cleaning solvents won't touch, require professional wet-cleaning and special bleaching. There is so much more to dry cleaning than can be covered in a short article, and if you ever have a question, please feel free to call me anytime!

We actually introduced Arrow GreenCare in 2004, when we added GreenEarth cleaning to our other solvents as an alternative to our more environmentally conscience clientele. Along with professional wet-cleaning we can effectively clean most any garment in a totally "Green" way. In addition, we have over one hundred years of dry cleaning knowledge and experience on staff, we also have 3 other solvents, giving us all of the tools necessary to do the best possible job of cleaning our customer's clothing and household textiles, formal wear, wedding gowns, as well as leathers and furs.

Green dry cleaning has not been the total focus of our marketing, but that doesn't mean that environmental responsibility isn't profoundly important to us! Check out some of our past articles about recycling, energy conservation, solar energy, and sustainability on our website. We haven't just talked the talk, but have also tried to walk the walk.



**Bruce Gershon**  
President & CEO

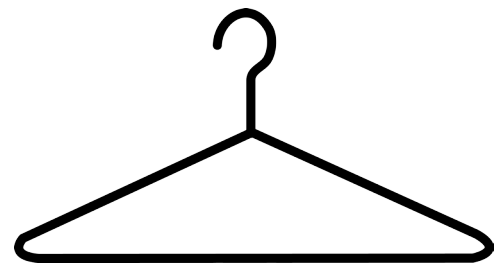
EYE

Reminder!



## RE-CYCLING THROUGH RE-USE

In an effort to protect your garments, Arrow introduced the re-usable Arrow GreenCare transport bag. It serves a dual purpose, depending upon its configuration. It is convertible as a convenient bag for transporting your clothing to Arrow. When your garments are clean, the GreenCare bag converts to a covering for your clothes.



## ARROW RECYCLES YOUR HANGERS!!!

We are more than happy to recycle your wire hangers and pick them up with your route pick up. We ask that you leave them in a separate bag, bundle them together with a tie and leave them outside your dry cleaning bag. Arrow will provide you with a free wire caddy if you would prefer.



*Be the change you wish to see in the world. - Gandhi*

## ARROW GREENCARE



For many years, Arrow has honored our customers' wishes regarding green cleaning. Now Arrow has formalized its "green" cleaning program under the name Arrow GreenCare. The Arrow promise to its Arrow GreenCare customers is that all their cleaning will be environmentally friendly. To that end, Arrow employs the siloxane silicone method known as GreenEarth®\* which has been extensively tested as an earth-safe process. Arrow also uses an alternative method, that manages "green cleaning" through a professional wet-cleaning system using special surfactants and water temperature with limited agitation, to achieve a healthy clean garment.

# ENERGY

**YOU HAVE PROBABLY NEVER NOTICED FROM THE STREET BUT ARROW CREATES OUR OWN ENERGY.**



In 2013, Arrow installed solar energy panels on the roof of our 26,000 square foot main facility. It just made perfect sense for us.

Thanks to Brightergy, a grant from KCP&L, State and Federal tax credits, this investment was clearly a no-brainer! The payback on our investment began immediately, once the system was hooked up, and put online by KCP&L. We have been a participant in KCP&L's Demand Response Incentive program M Power, since 2008, but the solar energy project presented a far greater opportunity for us to help the environment, while also helping us control energy costs.

## GO GREEN LAUNDRY TIPS ?



### 1. Control the Temperature

About 90 percent of the energy associated with doing laundry involves just heating up the water. The solution: Turn that dial to cold.



### 2. Wash Full Loads

Even the most energy-efficient loads use 40 gallons of water. Reducing the number of loads you do each week will save water and money. If you find yourself doing eight or more loads of laundry each week, skipping just one will save over 10 percent on your laundry costs.



### 3. Choose Non-Chlorine Bleach

Use in the home isn't quite as detrimental for the environment as industrial use (like bleaching paper), but chlorine bleach can irritate skin and eyes. Most non-chlorine bleach is hydrogen peroxide. You can buy branded versions, or just stick to the 3 percent version sold in drug stores. And doing so will really add up. In fact, if every U.S. household replaced just one 64-ounce bottle of chlorine bleach with non-chlorine bleach, we could prevent 11.6 million pounds of chlorine from entering our environment.



### 4. Hang Clothes to Dry

Keeping your clothes out of a dryer extends their life, reduces energy use, and cuts costs. Whether indoors or outside, line drying can be done year round. Just don't put dark colors in bright sunlight or they'll fade. Bonus: Indoor rack drying during the winter doubles as a humidifier.