

Subject: Are you ready to transform your wooden floors?

Dear Mr Gillam,

It was nice to meet you yesterday. As promised, I have enclosed a quote for sanding and finishing your floor, along with our terms and conditions.

I hope you'll join our hundreds of other customers across the region. These include householders just like you, as well as institutions such as Norwich Cathedral, the University of Cambridge, St Edmundsbury Cathedral in Bury St Edmunds and the National Horseracing Museum in Newmarket.

If you have a second, take a look at some of our work:

[Sanding and oiling a wooden floor at Norwich Cathedral](#)

[Restoration of the floor at St Ives Church](#)

[Transforming the parquet flooring in Bar Hill church hall](#)

[Restoring an oak floor in Saffron Walden](#)

By choosing us, you tap into years of experience and technical knowhow, so I'm sure you'll be completely happy with your newly restored floor. But to give you complete peace of mind I offer you the following cast-iron guarantee:

If you are not completely satisfied, we will return at no charge to address the problem. If you're still not happy, we will give you *all* your money back.

In addition, a two-year warranty protects your floor courtesy of Pallmann – the company that supplies the Pallmann Magic Oil we use to add a lustrous finish to your wood. If at any point during the two years after our work, you notice a problem with your floor, we fix it at no cost to you. This gives you two levels of protection.

You can read more about Pallman and their Magic Oil [here](#). We're proud to be associated with them, as they have a history that stretches back over a century and a global reputation. We have undertaken their rigorous training programme, which means we are a Pallman approved contractor - not an easy thing to achieve, believe me!

We choose Magic Oil above other options for a number of reasons:

- Unlike many floor treatments, Magic Oil contains no VOCs (Volatile Organic Compounds), which can be harmful to you and the environment.
- Magic Oil is easy to repair. If part of your floor becomes worn, we just need to sand and apply oil to the damaged area, which then blends in seamlessly with the rest of your floor.
- Magic Oil permeates very well and absorbs deep into your floor, nourishing the wood as a result.
- Magic Oil provides a beautiful natural finish, unlike the artificially shiny surface derived from more chemically-based products, that is both moisture and dust resistant.
- Magic Oil is extremely resistant to damage as, unlike many similar products, it has a hardener added to it that makes it very hard wearing.
- Magic Oil has a short application and drying time, so you can have your room back quickly.

To book in your floor restoration, please call the office on 01223 863632 and let us know the date that's best for you

However, you may want to know more about the process itself. Here's how we work:

Step 1 – Preparation: We inspect your floor to ensure all nails are well below the wood surface, then secure any loose floor boards.

Step 2 – Cleaning: We use a high-filtration vacuum cleaner to remove any particles that might damage your floor during the sanding process.

Step 3 – Floor sanding: We sand your floors using a special machine that sucks up and retains 99.9% of all the dust produced.

Step 4 – Edge sanding: Edges and hard to reach areas, for example under your radiators, are sanded using our edging sander.

Step 5 – Final finish sanding: We finish the sanding process with a rotary sander with an extremely fine grit. This ensures an even finish across your whole floor.

Step 6 – Dust removal: We then vacuum again to remove all dust particles.

Step 7 – Oil finish: We apply two coats of Magic Oil to your wooden floor. You will be able to walk on it lightly after about four hours, dependent on weather conditions and airflow. However, you must leave another 24 hours before putting furniture back and you *must not* drag any heavy items over your newly polished floor. Rugs need two weeks before they are put back, to allow the oil to fully cure.

It's an exhaustive process, but that's because we do everything thoroughly and don't take shortcuts.

You may have other quotes, but please ask any contractor the following questions *before* letting them into your home:

Do you offer a money back guarantee for your work and for exactly how long? With Art of Clean, we offer you a full money-back guarantee, backed by a two-year product warranty.

Do you have current insurance and what does it cover? We have full professional indemnity insurance, which means that in the unlikely event of anything breaking or damage occurring, you'll be fully reimbursed. If you'd like to see our insurance certificate, just let me know.

Are you certified by an industry body? We are accredited by the [Institute of Inspection Cleaning, and Restoration Certification](#) – the internationally recognised industry body for flooring and furnishing restorers.

What training have you completed and when was the last course you attended? All our staff attend regular training events and we constantly update our knowledge and working practices. If you'd like to know more, I'll provide full details. You can also see what we are up to every day by connecting with us on [Facebook](#) and [Twitter](#).

What oil will you use on the floor and does it come with a hardener that makes it more hard wearing? We use Pallman Magic Oil, as described above – in our opinion the very best floor oil on the market.

By choosing us, you are dealing with wood restoration experts who use care, attention and skill to make your floor beautiful again.

However, I wouldn't expect you to simply take my word for it. Here's what just a few of our clients have to say about Art of Clean:

"We are delighted with the thoroughness and quality of the restoring of our oak floor. Mark is an excellent communicator, very hard working and informative." **Mr Stone, 5 Church Lane, Huntingdon**

"Varnished kitchen floor – sanded down and sealed with "magic oil" Amazingly effective! Didn't realise the wood was so pretty. Now matt but resistant surface, looks very natural and lovely." **Mr Gillam, Barton Road, Comberton, CB23 7BU**

"In one day our scratched & stained parquet floor was restored to its beauty of once long ago. Many thanks." **Mrs Baker, Impington**

If you'd like to see more testimonials, just let me know.

Also, if you have *any* questions then please get in touch - just call the office on 01223 863632. If you'd rather talk to me, call my mobile – xxxxx.

Or, to book your floor transformation, call the office and we'll schedule a time that suits you. Please do it as soon as you can, as our diary fills up quickly.

Warmest Regards

Laurence de Wet

Art of Clean

www.artofclean.co.uk