



EXCLUSIVE DRY CLEANING OFFER

**You're going to love
this amazing deal...
unless you're a
Traffic Warden!**

FROM: Hemant Patel
Owner - Flamingo Dry Cleaning, Norbury

Dear Mrs Jones

I'm expecting a picket line of Traffic Wardens outside my shop. Because I'm making an offer to residents right across the borough - and make no mistake, the wardens will be gunning for me!

Why?

Well, this is my shop here, on London Road in Norbury. And much to everyone's annoyance, it's smack bang on the red route.

So every warden knows, if a customer parks up for just a minute to drop off their dry cleaning, it's a chance to swoop in and slap on a ticket.

They call it "easy pickings".

The trouble is, my customers are going mad (well wouldn't you?)...so I've made up my mind to put things right. And this is how I'll do it:

* Instead of asking customers to drop off and pick up, my team will do it all. From this month, you don't have to fight through the traffic and risk another parking ticket, because we'll collect your dry cleaning, then deliver it when it's ready. *

All at a time to suit you - and for no extra charge. Yep, no wonder the Traffic Wardens are cursing me under their breath!

Now, as you're a local resident - and probably used to the traumas of parking by the shops - I figured you'd want to know all about this exclusive new service. So if you can spare me 2 minutes, I'll tell you how it works.

Plus, I've got a bribe up my sleeve...because I want you to give us a try.



How It Works

Enclosed with this letter, you'll find a bag. Just fill it with anything that needs the professional touch: shirts, trousers, suits, coats, bed linen, blankets, table cloths, curtains...even leather and suede items. We take care of it all.

Once your bag is full, **let me know by calling 020 8765 8020 or texting your address + PICKUP2 to 07983 321822**. One of my team will be there in a flash - and they'll agree a convenient time to bring it all back, freshly laundered.

By the way - there's no catch here.

There's no set-up fee, no long-term commitment and no hidden charges. Just call us any time you've got a full bag - worth £20 or more - and we'll get to work while you get on with other important stuff.

Impressed? I'm sure you will be...especially when you check out our prices:

* Can you beat this?

* Laundered Shirts (minimum 5):	£1.65 each
* Trousers:	£4.45 each
* Suits:	£9.40 each
* Coats:	£10.30 each
* Ties:	£2.60 each
* Iron Only:	£1.95 per lb
* Wash & Fold (6kg minimum):	£10.95 - then £1.50 per kg
* Bed Linen (duvet cover, bed sheet & 2 pillow cases):	£7.50
* Expert repairs, alterations and other items:	Ask for details
* Loyalty Scheme for frequent flyers	

I'll tell you more when you call...

Now about that bribe I promised. Actually you know what - here's two:

BRIBE #1

I'll Pay You £2 For Every Broken Button

Some Dry Cleaners (I'm naming no names) can be ham-fisted at times, and they'll send your favourite clothes back with buttons missing or broken. Not us. I'm going out on a limb and promising you £2 for every button that's lost or damaged.

Now, believe me I'm not saying this because I like giving money away! I'm a small business owner with big overheads, so I can't afford to dish out £2 here, there and everywhere.

No, I'm saying this because it's your guarantee of quality. You know I'll do anything to avoid paying you £2. So we'll be meticulous, checking every last detail before we send your dry cleaning back with that special crisp 'n' fresh feel.

Ready for bribe number #2...? Here it is:

BRIBE #2 **£10 Off Your First Order**

Here's the thing: you don't know me yet, so I've got to prove to you that my business works to the highest standards. Sure, I can tell you that we're the longest established Dry Cleaners in South London...or that I've got 35 years experience in the industry...or that we've been voted 'Most Loved Dry Cleaners' in Croydon's Best of Borough Awards. But that's just reputation. You won't believe we're the real deal until you actually try us - so I'm making it easy by offering £10 off the first time we 'call and collect'.



Ready? OK Let's Do This...

I really want you to give us a try. Remember, we do more than Dry Cleaning. We do Laundry, Ironing, Wash & Fold, Repairs & Alterations. Heck, we'll even recycle your hangers if you ask us nicely.

Basically, we're here to save you a whole lot of bother.

After all, life is busy. We all have to work long hours and there's not much family time, so why add to the hassle by sweating over laundry and ironing? Send it here instead, and do something more fun with your time. Go on - go to the pictures, ride a bike, go fishing, learn the trombone...do one of those things you keep putting off, because now the world's your oyster!!

Place Your First Order Today
Fill Your Bag and call 020 8765 8020
Or text your address + PICKUP2 to 07983 321822

If you like us, you could go nuts and throw away your ironing board! But that's for later. Let's start with one bag, then see what you think.

Your £10 discount is valid until Thursday 31st July, so best do it now before 101 other things crop up...

I look forward to being of service - and showing you an easier way to keep your clothing, linen and curtains in mint condition.

Yours sincerely

Hemant Patel

Hemant Patel

P.S. All cleaning, repairs and alterations are carried out on our premises. Nothing is outsourced, because I keep a tight rein on quality. You'll see what I mean when you fill your bag and get in touch. Call 020 8765 8020. Or text your address + PICKUP2 to 07983 321822.

IMPORTANT: P.T.O. FOR VOUCHERS....

CUT OUT AND PRESENT WHEN YOU PLACE YOUR FIRST ORDER

£10 Off

Your First Dry Cleaning Bill
DRY CLEANING BY FLAMINGO

EXPIRES: 31-07-14

£2 Back

For Every Lost or
Damaged Button

DRY CLEANING BY FLAMINGO

VALID ANY TIME

FREE

Replacement bag
for your next order

DRY CLEANING BY FLAMINGO

VALID ANY TIME

FREE TRIAL

Collection & Delivery
of orders worth £20 or more

DRY CLEANING BY FLAMINGO

EXPIRES: 31-07-14

You can use all your vouchers together - so trial our free collect & deliver service by placing a £20 order...then use your £10 off voucher to halve the cost.

Place Your First Order Today

Fill Your Bag and call 020 8765 8020

Or text your address + PICKUP2 to 07983 321822

Dry Cleaning by Flamingo

1449 London Road, Norbury, Surrey SW16 4AQ

Most Loved Dry Cleaners - Croydon's Best of Borough Awards, 2009
Most Loved Dry Cleaners in the UK - Best Of UK Awards 2010

Traffic Wardens can use this service too. You see, we bear no grudges!