



The UK's most popular and trusted  
repair and resurfacing company

WE REPAIR DAMAGED ITEMS ON SITE

Get a free estimate at [magicman.co.uk](https://magicman.co.uk)

## INTERNATIONAL REPAIR & RESTORATION SERVICE

INSURANCE



CONSTRUCTION



MARINE





# WHERE OTHERS CAN'T, MAGICMAN CAN

**Magicman's mission is to restore and extend the lifespan of damaged items that would otherwise go to landfill, saving money for the customer and helping to protect the environment.**

Every day thousands of damaged items are discarded and replaced, a decision that has an impact on the environment and ultimately affects us all.

Sanitaryware, floors, doors, kitchen units, worktops, wood, uPVC, ceramic tiles, marble, laminates, composites, metal and so much more can be restored with the minimum of fuss.

Why live with unsightly damage when Magicman offers such an easy, cost effective solution? We repair on site which means less disruption to you and eliminates the risk of ancillary damage that can occur when items are removed and replacements installed.

Magicman's engineered repairs are superior because we source the best fillers and coatings from around the world.

Our **Research & Development** department work hard to routinely deliver new and creative repair techniques. We adapt to accommodate new architectural surfaces, finding solutions to seemingly impossible repair problems.

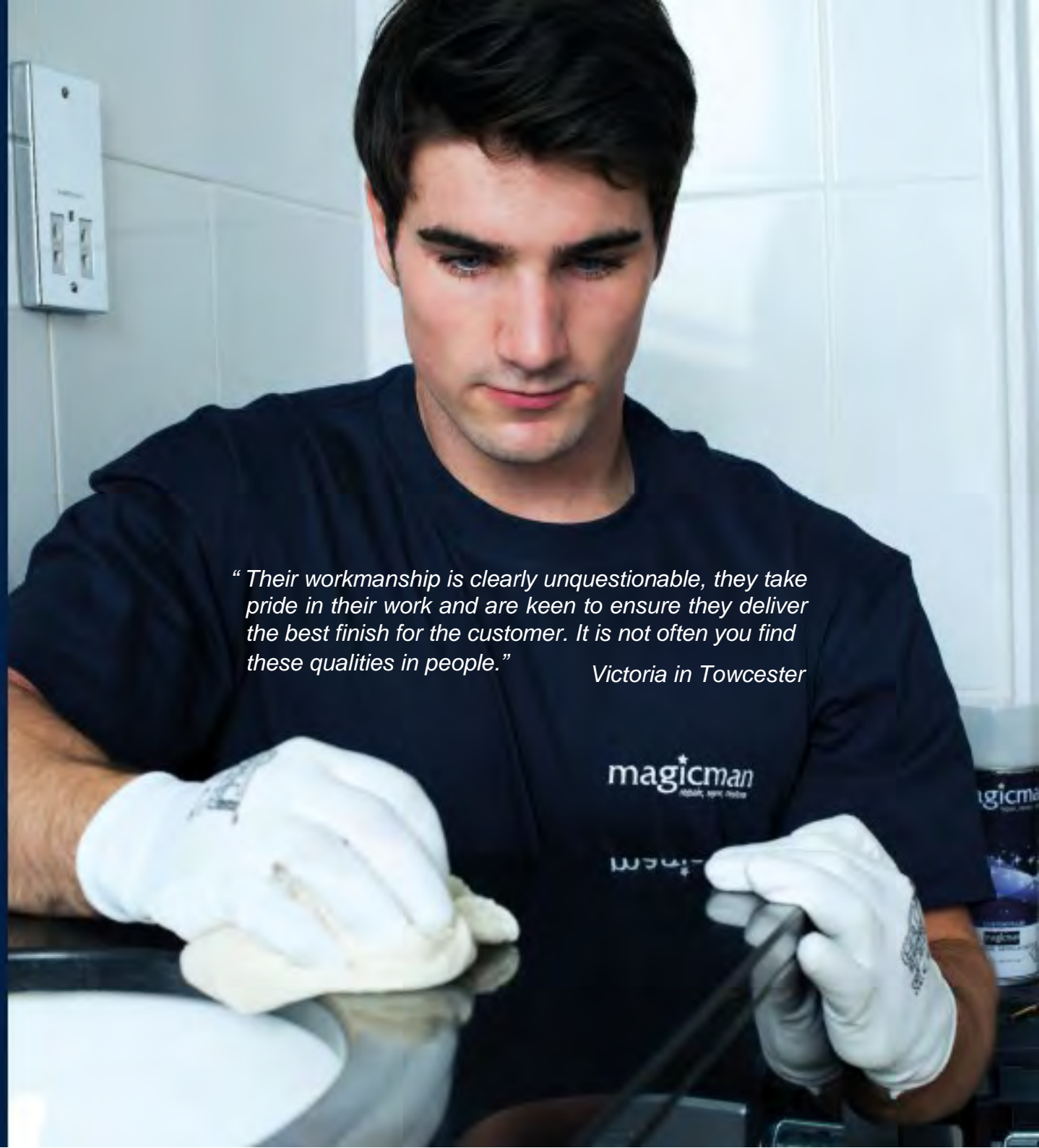
Our products have been tried and tested over many years to match, as closely as possible, the intrinsic qualities of the substrate being restored (heat and impact resistance and flexibility for instance). This process results in repairs that react in similar ways to the damaged items and therefore the repairs have longevity.





TRAINED TO DELIVER MAGIC  
IN THESE MARKET SECTORS...

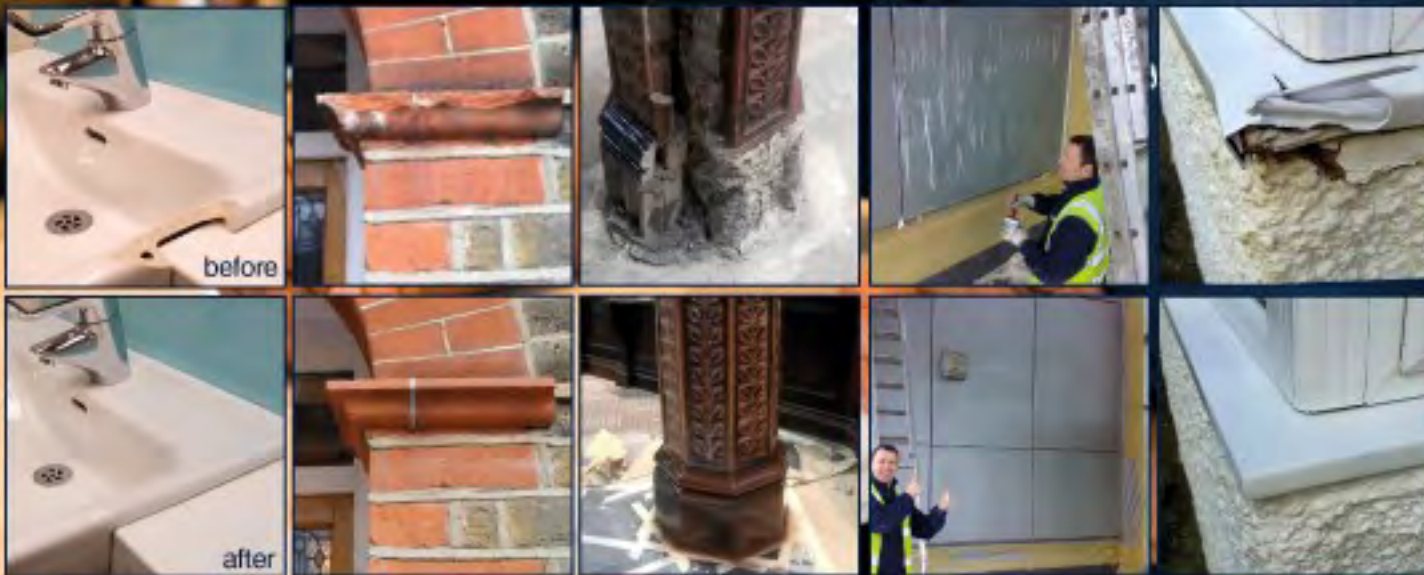
- ★ *Commercial construction*
- ★ *Marine*
- ★ *Insurance industry*
- ★ *Facilities management*
- ★ *Retail*
- ★ *Home delivery*
- ★ *Spas, pubs, clubs*
- ★ *New housing*
- ★ *Hotels*
- ★ *NHS/Healthcare*
- ★ *Domestic*
- ★ *Museums and arts*
- ★ *Education*
- ★ *Motorhomes and caravans*
- ★ *Utility providers*
- ★ *Heritage and listed*
- ★ *Transport and travel*
- ★ *Stadiums*
- ★ *MoD*
- ★ *Government*
- ★ *Housing associations*
- ★ *Leisure and sports*



*"Their workmanship is clearly unquestionable, they take pride in their work and are keen to ensure they deliver the best finish for the customer. It is not often you find these qualities in people."*

*Victoria in Towcester*

There's truth in the old adage 'buy cheap, buy twice'





## ON TIME AND DEFECT FREE

Why is Magicman so popular amongst construction companies? Put simply, we take the strain out of handover deadlines. We remove the need to panic when sudden and unexpected damage occurs with the potential to push clients into penalty clauses. As both a national and international service provider, we can provide the resources to enable completion **on time, every time** for multiple projects.

Fully certified with every commercial accreditation, comprehensively insured, managed, monitored and audited. Magicman has all bases covered. This enables our clients to work in partnership with us knowing that we have their best interests at heart and there is no exposure or risk to them from any aspect of our operation.

### THE MAGICMAN DIFFERENCE

The experience Magicman has gained during 25 years of working on every type of construction project shows in the skill set of our Technicians, and in our ability to assist site teams in handing over to client 'defect free'. The fact that over 300 companies and organisations rely on Magicman is testament to our unmatched expertise in resolving even the most challenging of repair issues.

### WHY ON SITE REPAIR?

We live in a fast-moving age where advertising and lifestyle choices are presented via social and traditional media on a 24 hour basis. Seemingly we can all have the designer look kitchen or bathroom, the

latest in fashion and chic. Manufacturing in this country, sadly, has been declining for decades. More and more of our products are being manufactured abroad with long lead times.

Many items are made in batches and so replacements, in the colour you wanted, may be subject to delay in the next production run. Transportation costs are rising, and long supply chains present other difficulties, not to mention that damage can also be caused by poor packaging or handling. Add to these aforementioned items the penalty clause ghost that hangs over every contractor and it is easy to see why speedy and effective damage restoration on site is popular.

### RESEARCH & DEVELOPMENT

In 2016 Magicman invested in a new, separate, larger and bespoke Research & Development facility where new building and marine products could be damaged and repair products and techniques tested. We react quickly to architects new designs and products ensuring we are always at the forefront of technology.

### HELPING YOU TO MEET GREEN TARGETS

For those who also have the responsibility of ensuring environmental targets are met, Magicman enables them to report less waste to landfill by some considerable margin when compared to replacement.



# MARINE SERVICES

*" Magicman have exceeded our previous expectations of a surface repair company... achieving unquestionable results every time they step on board one of our ships."*  
Carnival UK

Protect your most valuable asset and reduce passenger complaints





## DELIVERY BEYOND EXPECTATION

Cruising has become one of the most popular holiday options in recent years and the proliferation of choice with regard to operators, ships and destinations means that decision making is ever more difficult. This popularity has seen an increasing demand for new ships but an even greater focus on the upkeep and appearance of existing ships.

Cruise operators are very keen to attract and keep their clientele and there is great competition between them to do so. Brand loyalty is a key factor and by ensuring the fabric of ship communal spaces, cabins and suites are kept vibrant, clean and undamaged, helps cement the overall aesthetic appearance and experience of onboard life.

With its many years of experience in servicing cruise operator assets worldwide, Magicman has the expertise, management and reputation for “delivery beyond expectation” that ensures continued and growing symbiotic relationships. But what does that mean in everyday terms?

### RIDING CREWS

Magicman provides teams of men to travel around the globe maintaining the ships fabric as well as carrying out essential works outside the remit of “docking down”, such as decorating, carpeting, electrical and much more.

Increasing periods between refits (dry/wet dockings) due to demand on the asset means that there is often only time during a refit to undertake the most disruptive and necessary operations; leaving aesthetics way down the list. They are however very important to the paying customer. Using Riding Crews, an operator can maintain a premium appearance throughout the year as well as deal with any “in service” damage during the existing cruise program. A planned approach adds value to the operator and enables much more control, and cost saving, over replacement of damaged items.

By repairing not replacing, there is no bulky waste to be disposed of or landed and this adds greatly to the operator’s environmental credentials.

End of range items such as wall and floor tiles or items with colours no longer available, can prove a problem when damaged because often replacements are no longer manufactured. This results in whole areas having to be replaced during docking. Magicman can match pattern, colour and hue to existing assets in situ, freeing up time that could be better utilised on other projects.

### DOCKING TEAMS

Similar to Riding Crews, Magicman provides repair and restoration teams for dry and wet dockings anywhere in the world. From a bare minimum team of hard surface repairers to make good damage caused by other trades, to more expansive teams to carry out re-carpeting, electrical, decorative and many other aspects and trades required. Magicman’s Turnkey project management service provides all aspects required, from pre-docking survey to completed sign off.

### MAGICMAN SURVEYS

In 2017 it was recognised that the demands on ship managers’ time was increasing. To alleviate this issue in some small way, Magicman undertook the surveys of damage themselves, thus saving valuable operators staff from travelling around the world, crossing time zones and generally enabling them to focus on the more serious demands made of them. Our experienced surveyors were able to identify materials and areas that could be repaired or restored that hitherto had been excluded from scope. Further savings to the operator being the result.

Magicman are continually looking for ways to assist our clients to make significant savings.

“ Quality customer service is embedded into the psyche and fabric of Magicman. Our passion is to do what we say we are going to do, when we say we are going to do it.”

Mark Henderson, CEO Magicman

## Revolutionising hard surface claims for insurers





# INSURANCE SERVICES

During the last five years Magicman has become an essential addition to the service provision options of a number of major insurers in the UK. This relatively recent enhancement of the Magicman offering, came about from a gradual awareness built up through more traditional insurance service providers. These included providers such as building surveyor networks and flooring validators who utilised Magicman on a sub-contractual basis.

The fact that Magicman did not fit easily into one of the traditional supplier channels was initially a real challenge. It remained so until one insurer had the foresight to trial Magicman by appointing them directly for claims to any hard surface within (or to the exterior of) the home. This decision was quickly proven to be an inspired one. Remarkable claim savings (c.£900 per claim) and the significant shortening of claim lifecycles were quickly apparent.

Move forward to the present day where, with an ever expanding list of clients, Magicman are now the contracted supplier to over half of the Top 10 home insurers in the UK. The unique nature of Magicman repairs are a perfect fit for the insurance industry because of their longevity. They provide insurers and their customers with results that cannot be achieved from short-lasting cosmetic touch-up processes. Magicman Technicians are directly employed and undergo extensive training at the Magicman Training Academy. Our vehicles are uniquely equipped to carry materials and products required to mix specific colours and specialist fillers on site without the need for pre-repair sample visits.

At Magicman, a dedicated Insurance Team manage claims in conjunction with our time-served technical experts who determine repair feasibility through desktop analysis. Photographs of damage taken by the policy holder are received electronically and assessed without the need for a traditional 'inspect and report' visit. This shortens claim cycle time and reduces the cost to the customer. Site visits are always available if required, for example by vulnerable customers, and

in-situ repairs are almost always carried out on the first visit.

We are pleased to say that the collaborative relationship with our insurer clients has allowed us to develop this service and learn from the particular challenges that operating within this industry can bring, particularly from the insurance customer mind-set. In the other sectors of Magicman operation – domestic, construction and cruise work being the main three - clients are positively inclined towards and anticipate a successful repair whereas in the insurance arena, a number of customers are looking to claim a new replacement item and a repair is not the outcome they hope for. That said, the majority of policy holders are fair and a great deal of job satisfaction comes with transforming a sceptical customer into one looking to re-appoint Magicman for other repairs, improvements and refurbishments, following a successful job.

From an insurer's perspective, Magicman's involvement results in a high number of claim 'walkaways' as the new bathroom suite, kitchen doors or stone floor will not be forthcoming if the damage has been deemed repairable, causing these customers to live with the damage rather than pay their policy excess and potentially increase future premiums. Many then choose to have this damage repaired privately by Magicman anyway.

The list of items repaired in the last five years, saving hundreds of thousands of pounds for our clients, is long and varied but sanitaryware, worktops, wall and floor tiles, doors, laminate and wooden flooring, kitchen units and free-standing furniture are amongst the most repaired items inside the home. Brickwork, fascias and uPVC repairs are commonplace to the exterior of the properties.

The future is sure to be exciting as Magicman have recently introduced a soft flooring validation and restoration service to complement the hard surface offering that includes upholstery items. Magicman are also being introduced into commercial claims and specialist areas of insurance such as High Net Worth. Here's to the next 5 years!



# A SIMPLE IDEA BEHIND A CLEVER CONCEPT: THE STORY OF MAGICMAN

## *A quarter of a century of good old fashioned customer service.*

Twenty five years ago, Magicman founder and CEO Mark Henderson left the Royal Navy looking for a new endeavour. As a Marine engineer and shipwright, he had spent fifteen years fixing broken machinery and surfaces on vessels where, in the finest naval tradition, he would 'make do and mend' using whatever resources were available.

Mark purchased a franchise in a repair and resurfacing business in Texas and trained there in repairing damage such as scratches and chips to all manner of surfaces. He brought the business to the UK and set up in Worthing in Sussex on the South Coast. With values instilled in him while in the Navy, he could see the clear advantage of repairing items over replacing them.

In the early years, bath resurfacing and repair was the mainstay of the business but through contracts with local authorities and housing associations, word spread that Mark could repair almost any hard surface. Until that point, construction damage usually resulted in an automatic replacement with all the associated problems of supply, time delays and ancillary damage, as well as significantly higher costs.

Key to the early development of the business and still a mainstay of Magicman is Kevin Maxted, Mark's first employee of whom he says:

*"I had never encountered anyone in the civilian world, either before or since, who had the same work ethos, standards and tenacity as Kevin. We worked together to instil those qualities in every member of staff as the company grew."*

Today Kevin is Head of Technical Services. He also runs the Research and Development side of the business, looking into new products, coatings and substrates that continually emerge onto the market.

With a solid reputation for quality and reliability, Mark and Kevin developed a team who first established a local customer base, which grew to become a national and latterly an international one; encompassing the domestic, construction, insurance, marine, maintenance and service sectors as well as the leisure industry.

With expansion came ever greater demand. Magicman were tasked with projects in Europe and the Middle East, while the business expanded into the Health, Education and Listed Buildings sectors.

Moving into the international cruise market in 2008 not only served to highlight the potential of the business but also the need to build a sufficient support structure to sustain its increased activities. Several key appointments followed over the years bringing additional experience and skill to the team. Mark's strategy of seeking out like-minded individuals who have had longevity in their field but more importantly, the respect of their peers, has proved invaluable.

In 2018 Magicman operates around the world servicing cruise operator fleets. We have also helped with construction projects in Bermuda, Islamabad and many more in Europe. We are utilised by all of the major construction contractors and have a growing reputation in the insurance industry with over five of the Top 10 UK household insurers under contract. Many other industries now recognise the name Magicman as synonymous with good service and quality work.



“ Having experienced contractors on projects while in the Royal Navy, I was determined that our clients would get **value for money** from the start, not only in what was done but **how** it was done.”

Mark Henderson, CEO Magicman Group

**2018**

Mark and Kevin celebrate 25 years in repairs & restoration



**2008**

First cruise ship



**First employee**

Kevin Maxied (on left) joins the company



**Early branding**



**1994**

First workshop



**1993**

Mark (left) in the Royal Navy

**MAGICMAN  
TIME LINE**

**2011-13**

Magicman are official supplier of repair services to the London 2012 Olympic Stadium and Olympic Village



**2016**

The new improved Magicman Training Academy opens



**International Projects**

Magicman work on International projects including the British High Commission building in Islamabad in 2012.



During an ISOQAR audit,  
our training system for  
Repair Technicians was  
reported as 'exemplary'.

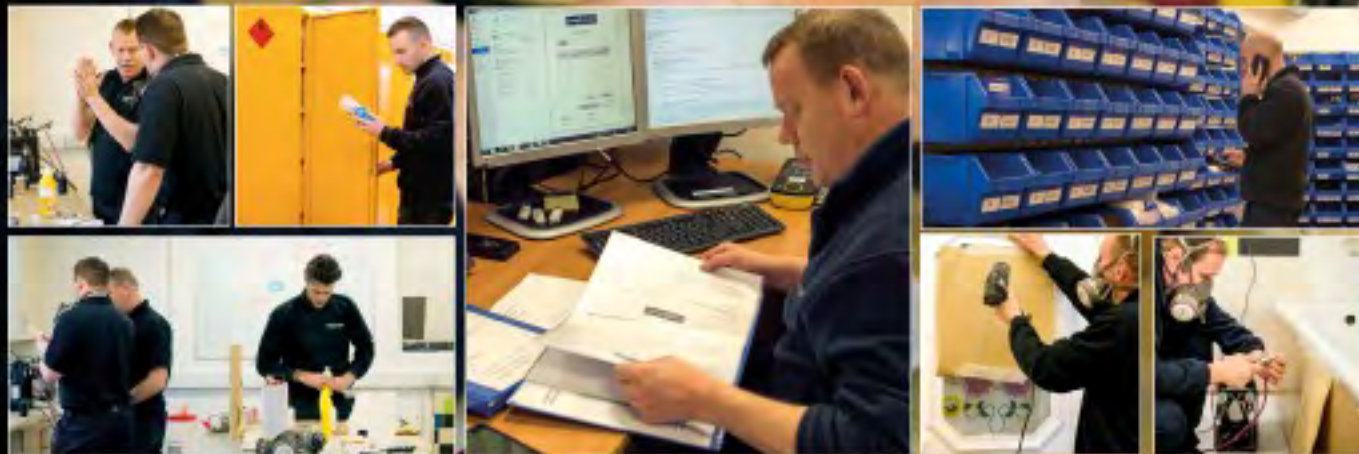
ISO 9001:2015 certificate no. 12701-QMS-001

ISO 14001:2015 certificate no. 12701-EMS-001

ISO OHSAS 18001:2007 certificate no. 12701-HAS-001



# TRAINING: TEACHING THE MAGIC





## LIFE AT THE MAGICMAN TRAINING ACADEMY

**At Magicman we recognise that employees are the most important resource a company has at its disposal and therefore we invest a lot of time and money on finding and training the right people.**

In 2016, as a commitment to competency and quality assurance excellence, Magicman invested almost £200,000 in brand-new training facilities in Brighton. The Magicman Training Academy runs a rolling five week initial training programme covering all aspects of our work. This is followed by field training, ongoing competency assessments and further skills training in specialist areas such as glass and marble polishing.

Its aim is to produce Repair Technicians of a consistently high standard who are highly personable while demonstrating great ability and ingenuity. They are Magicman's frontline ambassadors, capable of working alone or in teams anywhere in the UK, internationally on cruise ships and major building projects around the world.

But it's not just skills training we provide. Health & Safety training is paramount, especially as Magicman work in differing industries, each presenting its own challenges and dangers. Magicman has excelled in this department for many years. We don't just rely on industry standards but create our own. Fraud training is carried out so that our Technicians on site can help our insurance clients identify claims that may be fraudulent or exaggerated.

Inter-personal skills training is carried out in one on one discussions,

along with dispute management and how to defuse potentially aggressive or argumentative situations. Body Language recognition and how to read tell-tale signs of peoples underlying emotions is often very useful. It is not a skill that would normally be present in a potential employee unless they are used to dealing with the public.

This holistic approach and not just training by rote, is what separates a good employer from the not so good. Our programme has set the standard for hard surface repair, restoration and resurfacing work. So much so that within the construction trade, the term 'Magicman' has become synonymous with good service and quality work.

Whilst imitation is the sincerest form of flattery, many incidences of poor workmanship are found to be carried out by copycat businesses. Our courses are not open to the public and only men and women who are employed by Magicman can accurately identify themselves as such. There have been many occasions whereby potential clients have been duped into believing they are employing Magicman only to find a cuckoo in the nest.

Magicman is an equal opportunities employer. All our Technicians are directly employed. Magicman has been a certified Living Wage Employer since 2015.

## HEALTH & SAFETY

**The proliferation of 'Self-Employed' and 'Agency' staff has had an adverse effect on Health & Safety proficiency as there is no requirement for either to prove competency until you employ 5 or more.**

The intensive Health & Safety training provided by the Magicman Training Academy over their five week induction programme is second to none. Certainly, staff who have joined the company from elsewhere in the repairs, construction, insurance or marine markets have said that Magicman's training is far beyond that experienced previously.

Indeed, our external International Standards Auditor commented in his report that "Magicman's training is exemplary". Maybe that is why at the time of going to print we have only had two RIDDOR incidents in 25 years, both of which were caused by external factors on site and were attributable to other trades' shortcomings.

Looking at the Health & Safety Executive own latest figures, it is clear that construction remains one of the most dangerous occupations for both fatal and non-fatal injuries. Magicman are therefore very proud of its exemplary accident record throughout the years.

Our focus for some time now has been on occupational health issues and the longer-term effects of our work

processes and environment. In both skin absorption and respiratory awareness Magicman are educating and protecting its staff.

With the introduction of the HSE report (RR1052 published 2015) on facial hair, mask suitability and face mask testing for environments that contain dusts and chemicals; Magicman has made changes to its education in training as well as protecting personal choice for those who wish to wear facial hair by providing full face air fed masks.

It is our belief that this matter has the potential to leave a great many main and sub contractors open to significant health claims long into the future, indeed probably bigger than the asbestosis crisis of years ago whose effects are still being felt now.

All personnel on site, self-employed or otherwise, should be able to demonstrate Health & Safety proficiency across a broad spectrum, as well as demonstrate an ongoing commitment to compliance with the latest Health and Safety advice and practice.



# OUR TEAMS ARE READY FOR YOUR CALL

A company is only as good as its support staff so at the Magicman head office in Brighton, there are dedicated teams of technical experts and call handlers ready to help customers 6 days a week.

Magicman have repair technicians available nationwide so there is always someone ready to help customers in their local area. However the story doesn't begin or end there, they are supported by dedicated teams of friendly call handlers and technical experts at Magicman's head office and call centre in Sussex. There are specialists in every department ready to help with General Enquiries, Desktop Analyses, Insurance Claims, Bookings and After Care, six days a week.

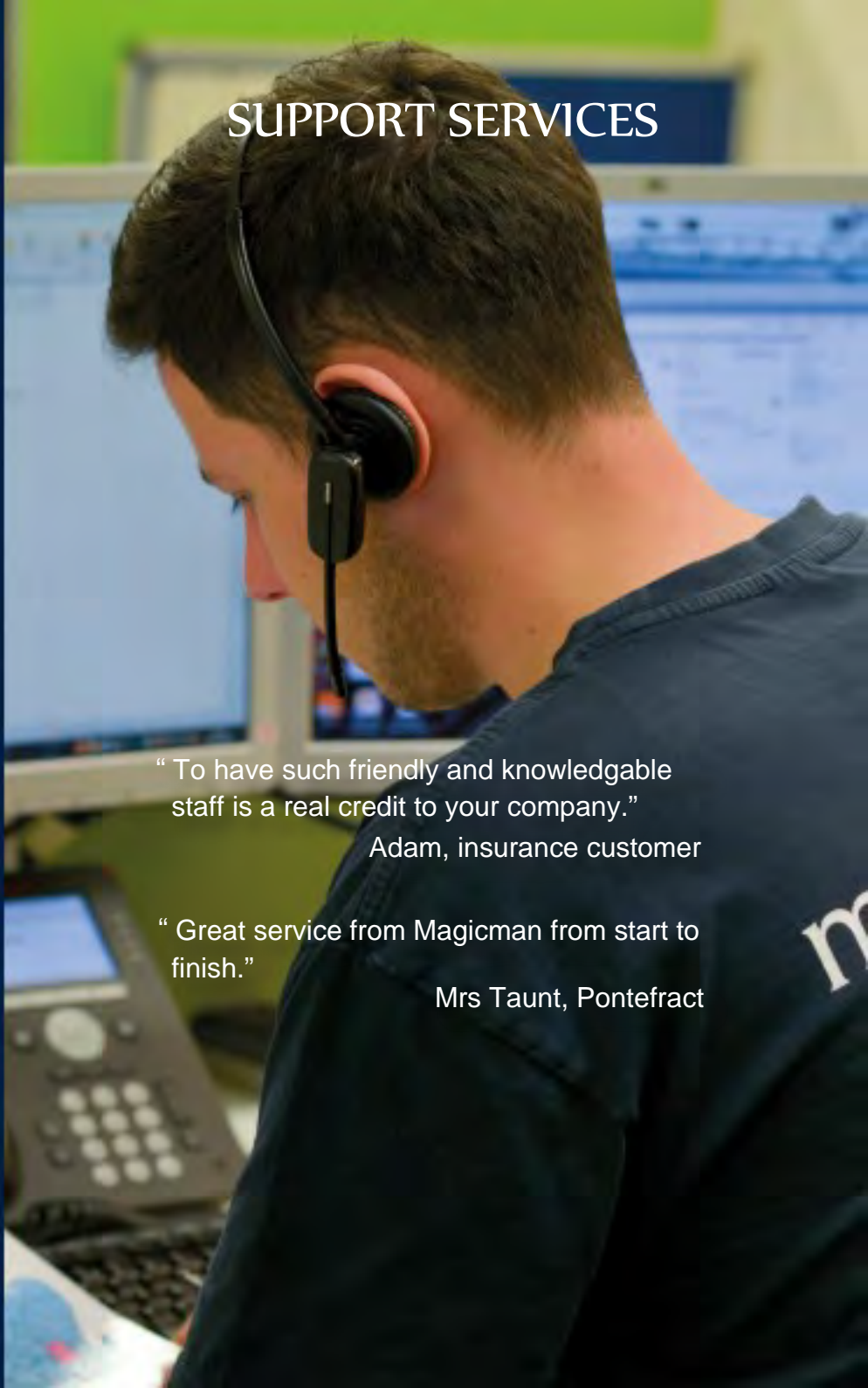
Customers can upload photos and a few details about their damaged items through Magicman's 'Get an Estimate' form on our website, company Facebook page or FREE APP for iPhone and Android devices. Technical experts with years of experience in the field, carry out a Desktop Analysis to determine whether a successful and lasting repair can be carried out.

An estimate is then dispatched based on time needed to carry out works. This means that for most customers a site visit is not necessary, speeding up the bookings process and avoiding call out charges.

<b>Tel 0345 458 1010</b>	<b>Fax 0345 458 1011</b>
<b>General Enquiries</b>	<b><a href="mailto:enquiries@magicman.co.uk">enquiries@magicman.co.uk</a></b>
<b>Scheduling</b>	<b><a href="mailto:bookings@magicman.co.uk">bookings@magicman.co.uk</a></b>
<b>Insurance Clients</b>	<b><a href="mailto:claims@magicman.co.uk">claims@magicman.co.uk</a></b>
<b>Marine and Cruise</b>	<b><a href="mailto:marine@magicman.co.uk">marine@magicman.co.uk</a></b>
<b>Customer Service</b>	<b><a href="mailto:customercare@magicman.co.uk">customercare@magicman.co.uk</a></b>

**magicman.co.uk**

## SUPPORT SERVICES



"To have such friendly and knowledgeable staff is a real credit to your company."

Adam, insurance customer

"Great service from Magicman from start to finish."

Mrs Taunt, Pontefract

# magicman<sup>®</sup>

repair, renew, restore



INSURANCE



CONSTRUCTION



MARINE

[magicman.co.uk](http://magicman.co.uk)