

Dual launch for Colourful Coffins

Oxford-based Colourful Coffins has marked a double celebration with the launch of its new-look website and the unveiling of a ground-breaking new pre-design service.

The website includes a special log-in area for funeral directors to keep up-to-date with the latest news and information, order catalogues and brochures and read case studies. And, for the public, a stockist locator now makes it even easier for families to find a funeral director near them.

At the same time the company, which specialises in bespoke picture coffin designs, chose The Retirement Show Manchester to unveil its innovative pre-design service for the first time.

Visitors to the show were given the chance to find out more about the new service and enter a prize draw competition, with six people winning a free pre-design pack.

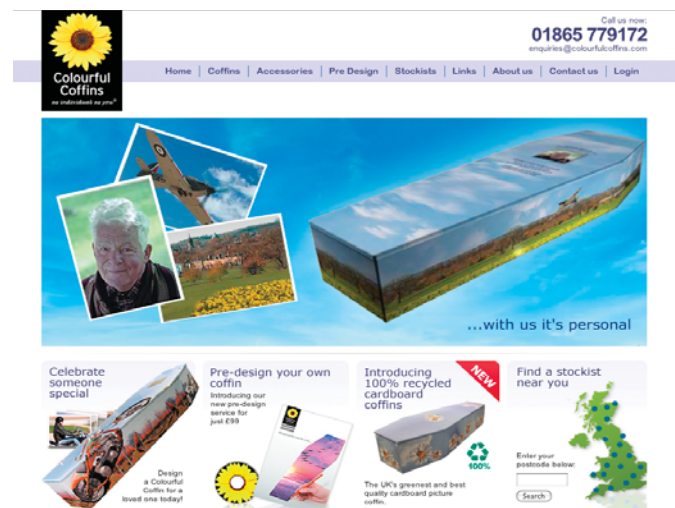
Managing director, Mary Tomes, said: "This is a really exciting time for the business. Our new website has been designed to be much more 'user-friendly' for both the trade and the general public and the initial feedback has been excellent.

"At the same time, we have been delighted at the amount of interest shown at the show in our pre-design service. Customers have often asked us if it's possible to order a design in advance and, although no-one really likes to have to think about these things, it's a very practical approach. In many ways, it's a very special gift to leave behind for your family because they know they are fulfilling your last wishes."

The theme of the new service is Designed For You By You, and it allows individuals to work exclusively with Colourful Coffins' expert design team to create a unique coffin for their final journey.

Through an online booking form, people can suggest ideas and themes they would like to see on their coffin, as well as submit favourite photographs or images. Once the design has been finalised, it is supplied on CD in a special presentation pack for safe keeping, together with a Funeral Wishes booklet and other useful information for the family. It also explains how the family can get in touch with a local funeral director who supplies Colourful Coffins.

In addition, customers can choose specific coffin furniture and request additional items such as matching service sheets or memory boxes, or make other requests to be fulfilled by the funeral director or family.



Colourful Coffins new-look website

Notes to editors

1. Colourful Coffins (www.colourfulcoffins.com) is a family-owned and run business, based in Oxford, and the leading provider of bespoke picture coffins for the UK market. It offers a wide range of distinctive and personalised designs, each expertly crafted and hand-finished by the in-house team.
2. Colourful Coffins supplies and works closely with a network of funeral directors across the country, providing support and advice to both funeral businesses and their clients. It also provides one-to-one advice to families to help them make a very personal design choice.
3. Managing director, Mary Tomes, is available to talk to the media on a variety of issues, including: the changing face of the coffin market; how personalising a coffin can help a family say a special, final goodbye; and the most popular themes for bespoke coffins.

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