

Website success as Colourful Coffins goes live on the BBC

More than 5,000 people clicked through to the newly-designed Colourful Coffins website in just 12 hours, after it went live on the front page of the BBC news website.

The feature piece, which was written by Jackie Storer for the BBC online magazine, attracted interest from all over the world and scored an immediate success for the Oxford-based business as orders came rolling in for its brand-new pre-design service.

During the day, it was the second most widely read online story and attracted complimentary comments from online readers, with many praising the idea of a personalised coffin as a way to help celebrate the life of a loved one.

Several of Colourful Coffins' customers, including Katharine and Stuart Broadhurst, who lost their 15-year-old son Hamish, talked about their experiences and why they felt having a bright and cheerful coffin was the perfect way to give him a fitting send-off.

Also featured was a superb photo montage coffin which Alex Arter had designed for her late husband Terry, and another resembling a model tram, which Jill Byrne chose for her father Eric Thornton.

Colourful Coffins' managing director Mary Tomes, who was also in demand for radio and newspaper interviews, said: "It was such a huge response, we were absolutely delighted with the amount of interest, both in our online gallery and the new pre-design service, and we even had calls from people who just called to tell us what a great idea it was."

Overall there were nearly 40,000 page visits and although the vast majority were from the UK, there was interest from the US, Spain, Germany and as far away as Mexico.

The gallery, which showcases the range of Colourful Coffins, was the page which received the highest number of online hits, while coming a close second was the pre-design section, which provides visitors with a step-by-step guide to ordering their own coffin design.

The service, which costs £99 for an exclusive design supplied on CD, was unveiled for the first time recently

at The Retirement Show Manchester. Six free pre-design packs were given away by Colourful Coffins and the winners will be announced shortly.

To see the story, visit

<http://news.bbc.co.uk/1/hi/magazine/7358089.stm>

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.
4. The new pre-design service retails at £99 and will also be available through telephone booking.
5. A selection of images is available on request.

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