

Colourful Coffins launches the UK's greenest 100% recycled cardboard coffin

An exclusive new range of environmentally-friendly cardboard picture coffins made from 100% recycled paper has been launched by Colourful Coffins.

For the first time, it gives families the chance to combine a greener funeral option for their loved ones with the quality and design style of the UK's leading bespoke picture coffin designer.

Managing director, Mary Tomes, said: "Launching the new range of cardboard picture coffins means that now, through funeral directors, we can meet an ever wider range of requests for coffin designs and styles.

"We feel very strongly about caring for the environment and feedback shows that our customers do too. This range demonstrates our commitment to the green agenda and, at the same time, gives families the choice they are looking for. It enables them to combine a design which is a special tribute to the person they have lost, with the option of a green alternative to a traditional wooden coffin.

"Unlike other cardboard coffins on the market, ours are made from 100% FSC recycled paper, yet they retain the top quality finish and design expertise which our reputation has been built on and we're extremely excited about them. Offering bespoke designs is of the utmost importance with all our cardboard coffins and it means people can now choose the greenest option without compromising build or design quality."

The new cardboard range was officially launched at the SAIF Show in October, where visitors were able to see the coffins on display and find out more about them. With rope or linen handles, the coffins use environmentally-friendly inks and funeral directors have the choice of coffins either supplied as a carcass or complete with a cotton interior for a small additional fee.

The drive towards environmentally-friendly funerals is one which is very important to the Colourful Coffins team and earlier this year the company signed an agreement with Climate Care, the world's leading carbon offsetting organisation, to offset the greenhouse gas emissions each time one of its coffins is cremated.

The launch of the new range marks another milestone for Colourful Coffins, which has just expanded into dedicated larger premises north of Oxford. The move was triggered by the need to increase its manufacturing capacity to meet the growing demand for orders and the company has also added to its staff. Telephone contact numbers remain the same.

To find out more:

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The new cardboard coffins are as strong as mdf and half the weight

"We're really excited by the move, which gives us plenty of room to grow the business still further and, by taking on more staff, we can increase manufacturing capacity," said Tomes. "Expanding into the cardboard market gives an additional new focus and we're looking forward to working closely with funeral directors to promote the new range as well as building relationships in other areas, such as with those who work at natural burial grounds."

Information on the new cardboard range will be sent out to all UK funeral directors.

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. An image of a new cardboard picture coffin is provided.

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