

Sustainable Options Raise Your Cremation Revenue

A Case Study

Are you satisfied with your cremation business? Could you be doing more? We think so.

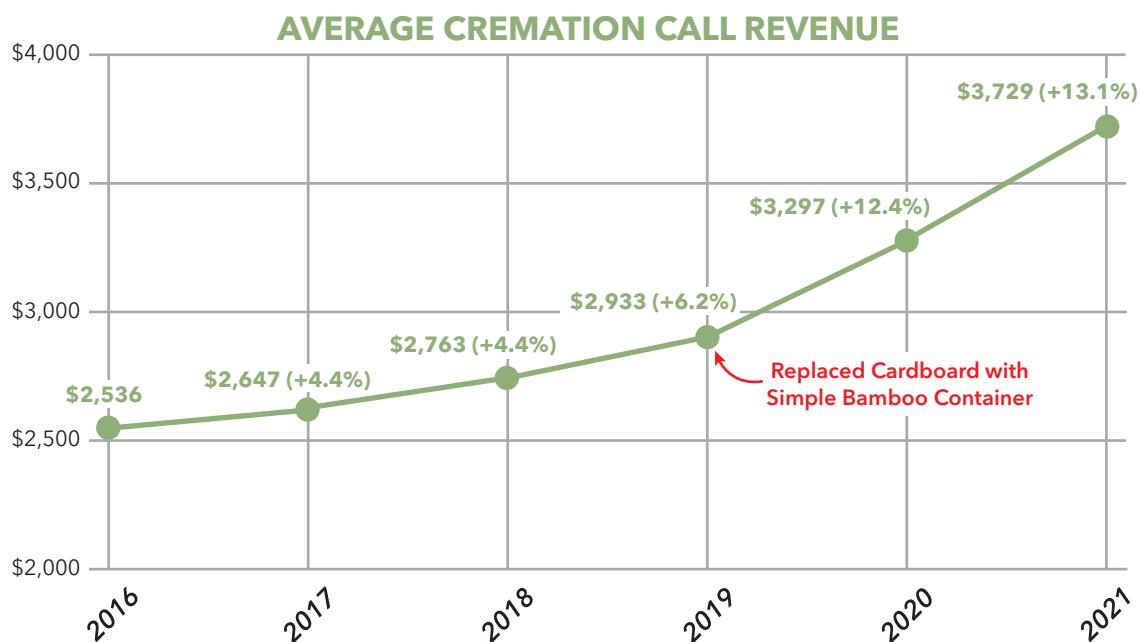
Funeral professionals often see cremation as the “other” choice, but the nation’s cremation rate is currently 57.5% and continues to grow. Cremation has become the most popular option for today’s families, and should be treated as such.

Basic cardboard cremation containers and plastic temporary urns are a disservice to cremation families. They do not represent the level of care and effort that you put into a funeral, or the amount of money a family spends on a funeral, but funeral homes at all price ranges continue to offer these to their families.

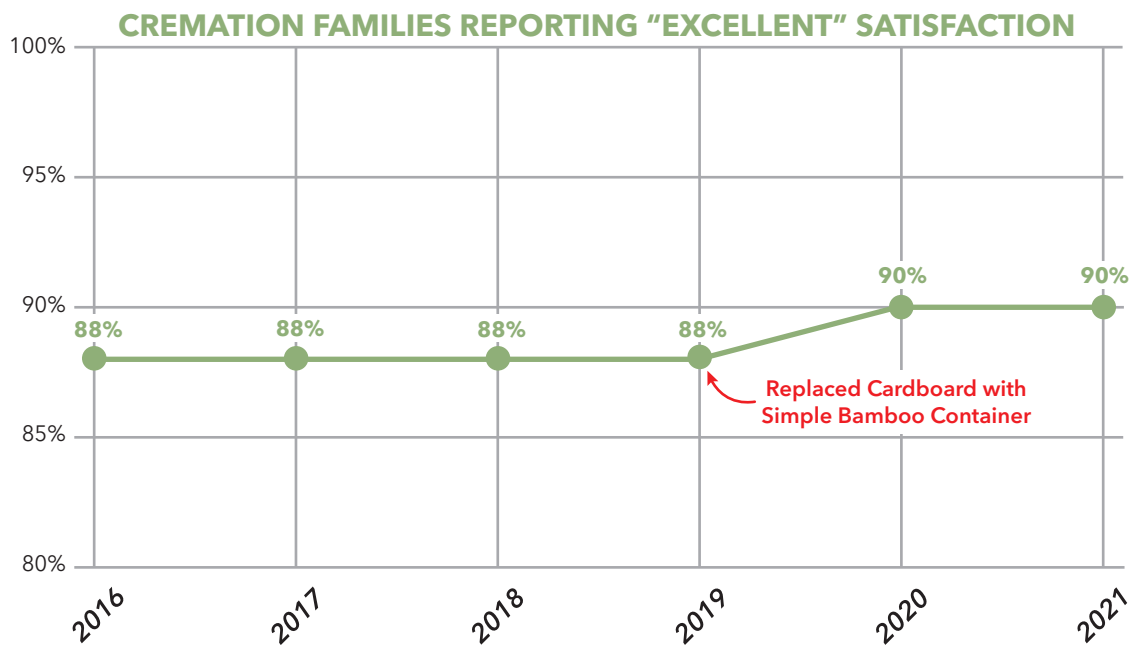
These items are what the family actually interacts with and sees, do they represent your business and deliver value to families?

Replacing basic cardboard cremation containers and plastic urns can improve your image and revenue!

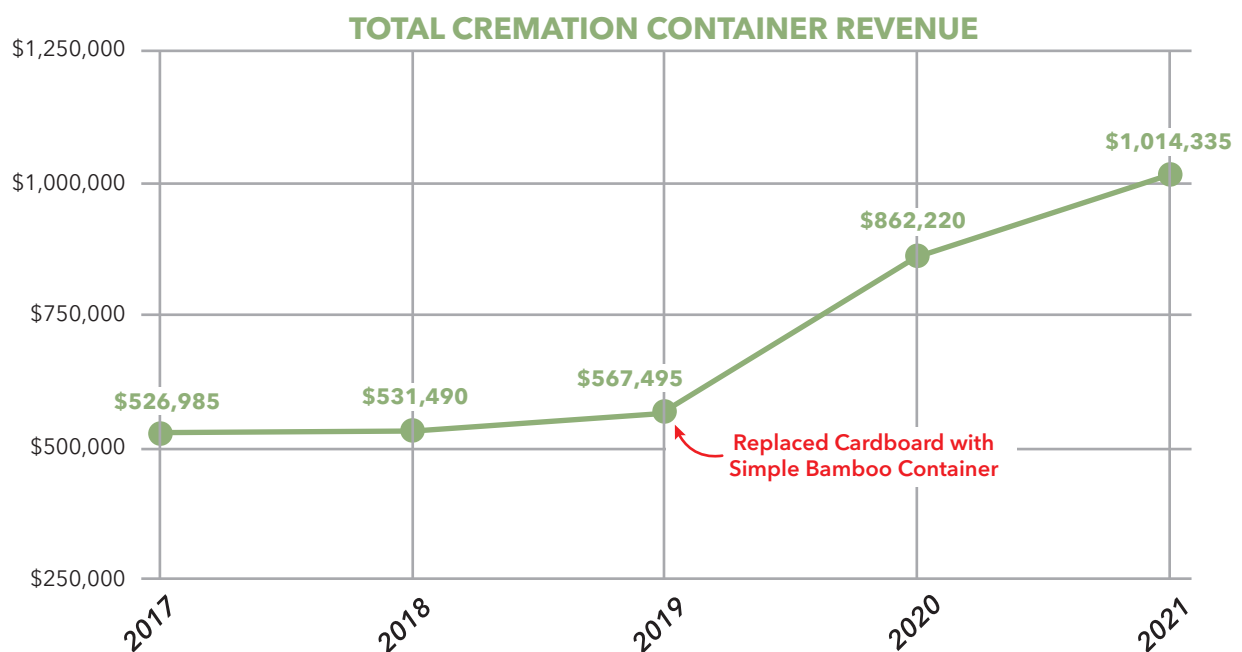
French Funerals & Cremations, New Mexico’s premier funeral home, removed cardboard altogether from their selection in all locations and replaced it with our eco-friendly Simple Bamboo Cremation Containers in 2019. The results speak for themselves, and despite the global pandemic, the year-over-year growth in their average cremation call revenue **doubled**:



French Funerals & Cremations also saw their customer satisfaction rise after this change. From 2016 to 2019, 88% of their cremation families reported their overall satisfaction as “excellent.” In 2020-2021, this number increased to 90%.



In the same time period, French nearly doubled their revenue from cremation containers by switching to bamboo.



“It was important for us to do away with the cardboard box because it really doesn’t give any value.

Changing to the bamboo product was value added and is giving families the opportunity to see that. What Passages brings to the table is a partnership.”

- Tom Antram, CEO of French Funerals

Funeral homes that embrace the values of today’s families by offering non-traditional options that are sustainable and eco-friendly, yet dignified, position themselves better to serve the changing demands of their families.

Contact us today to see how we can help you raise revenues, better serve families, and give your cremation business the attention it deserves!



Selection Room Merchandising Display



P A S S A G E S
Embracing Change

Six Steps

to Build Value and Grow Cremation Container Revenues



Current State Analysis by Passages Team

What do you offer now? What do you charge for it and what do you make?
What would the future state be, if you made Bamboo your default cremation container? We don't want to waste your time!



Replace Cardboard Containers

Would you keep your valuables in a cardboard box? Make a statement by rejecting cardboard. It brings no value and likely does not align with your brand.



Commit to Bamboo as the Default Container

Show families that you provide dignity for every cremation. Using bamboo as your standard container will differentiate yourself from your competitors.



Train your staff on the benefits and value of bamboo

Staff members should be experts on the subject. Be sure your staff knows why you reject cardboard, and why bamboo is better for your families on many levels.



Adjust your arrangement process to include bamboo

Show the bamboo containers as your entry-level container. Either via a digital presentation on a flat-screen TV, laptop, website or using lithos mounted in your selection room.



Watch your revenues and customer satisfaction skyrocket

Enjoy escaping the jokes saying "I'll just bring a box from home."
Bamboo gives families tangible proof that their investment is going to more than just your bottom line, while dramatically increasing your revenues.



PASSAGES®
Embracing Change