

In The Spotlight



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BIFD member Jeremy Clutterbuck, of L.W. Clutterbuck Funeral Directors based in Cam, Gloucestershire and his involvement in the development of the eco-friendly Sunset Coffins, captured the attention UK media and led to interviews on BBC television, radio and countless newspaper and web articles.

Jeremy said: “it seems that my endeavours to be an environmentally aware funeral director and my involvement in Sunset Coffins really appealed to the media. I must confess that although I was nervous I did enjoy all the attention! The result has been a huge surge of interest from the public in Sunset Coffins”.

Staff at Sunset Coffins are of course directing enquiries from the public to local funeral directors and are now compiling a list of stockists which they can give to the public.

Sunset Coffins can accommodate up to thirty stones. Their handles are made of jute which is a natural plant material produced with little need for fertilizer or pesticides. Jute is attractive, very strong and functional. The products are a traditional coffin shape; flat-bottomed and available in

eight colours from biodegradable pigments they also provide matching ashes caskets and nameplates, and of course they are manufactured in the UK.

Steve Ancrum, managing director of Sunset Coffins said, “The number of enquiries from the public that are a result of the media coverage has been fantastic and I am very grateful to Jeremy for handling the media so well. It also confirms my belief that there would be considerable demand for our coffins from the public once they got to hear about them, which is a terrific boost for everyone involved. This now is translating to sales enquiries from up and down the country, which is really pleasing.”



SUNSET COFFINS®

Don't forget arranging case sales packs for funeral directors can be ordered direct from Sunset Coffins on 01435 890804.