

ADVERTISING FEATURE

Sunset Coffins

Sunset Coffins are constructed from a very robust board that is made from 100% recycled newspapers. It takes about 120 tabloids or 70 broadsheets to make one Sunset coffin.

As they contain no plastics or metals Sunset Coffins are totally biodegradable making them the obvious choice for the increasingly popular woodland and meadow burial sites of which there are now 19 in Scotland. For a list of them visit www.naturalburial.org.uk

Craufurdland Woods on the edge of Fenwick village in Ayrshire is Scotland's oldest operational woodland burial ground. Director Simon Crauford said:

"we are seeing an increasing desire from clients to use truly environmentally friendly coffins and caskets. The recycled paper product from Sunset Coffins is a quality alternative which is raising a lot of interest. They are eco-friendly, but also have a real sense of quality and luxury about them. They're like velvet, I'm sure we will be using many of these coffins in the future".

The board used to make Sunset coffins is supplied by the local paper mill, which is less than a mile away from Sunset's workshops in Cam, Gloucestershire, it has a warm velvety texture in a range of nine colours. Matching ashes caskets are also available.

Sunset Coffins are constructed using traditional furniture-making techniques to ensure strength. The funeral directors'

industry was involved throughout their two years' of development to ensure they meet its stringent requirements for burials and cremations.

Many funeral directors in Scotland are including Sunset Coffins in their range of eco-coffins, including:

James Auld based in Kilgreggan, Glasgow:

"more and more families are turning to so called green funerals but the question to ask is exactly how green are they? Some coffins although made from responsibly sourced materials are manufactured on the other side of the world and have an enormous carbon footprint. Sunset Coffins are made from recycled newspapers to make a really beautiful product within the UK which we are delighted to recommend to our families".

William Purves Edinburgh:

"With their eco-friendly credentials and being made from recycled newspapers Sunset Coffins are ideally suited to the increasingly popular woodland and meadow burial sites such as at Binningwood Natural Cemetery in East Lothian, Hundy Mundy Cemetery in the



Borders, Cockpen Cemetery in Midlothian, or Corstorphine Hill Cemetery in Edinburgh".

Tim Purves

Anderson Maguire:

"As one of the leading providers of funeral services in the Glasgow area we have noticed an increased uptake by families for 'green' products. Folk are more conscious than ever of the need to do something positive about the world we live in and are increasingly including funerals as a contribution to addressing the issue. We now offer a range of biodegradable coffins, and urns, including Sunsets, through our funeral homes to enable bereaved families fulfill this wish". Dom Maguire

To increase public awareness Sunset Coffins, which was a finalist in the innovation category of the prestigious Gloucester Media Business Awards 2010, are being displayed at a wide variety of events and venues including farmers' markets, farm shops, exhibitions promoting a green life style and products, festivals, and country shows.

Steve Ancrum, managing director of Sunset Coffins said:

"Interest from the public at these events is huge and always positive, with no adverse comments about seeing a coffin on display. It shows that the taboo about talking about death that we have in the UK is being overcome. Many people have told us that they are compiling a funeral folder for their families, which gives instructions for the funeral they want including their coffin. Or, they are taking out a pre-arranged and pre-paid funeral plan via a funeral director. I am also getting requests to speak to groups

such as the Women's Institute".

Sunset Coffins has joined Dying Matters, the national coalition established in 2009 by the National Council for Palliative Care (NCPC) which aims to change public knowledge, attitudes and behaviours towards death dying and bereavement by encouraging people to talk to their friends, family and loved ones about their wishes including where they want to die and their funeral plans. The coalition has 14,000 members, which include organisations from across the NHS, voluntary and independent health and care sectors, a wide range of faith and community organisations, schools and colleges; academic bodies trade unions; the legal profession and the funeral sector. For further information visit www.dyingmatters.org.uk

For further information about Sunset Coffins and to find a Sunset stockist in your area visit www.sunsetcoffins.co.uk, email info@sunsetcoffins.co.uk or telephone 01453 890804. Samples of the board are available on request.

