



WILBERT FUNERAL SERVICES, INC. ACQUIRES HOFFMAN BURIAL SUPPLIES, INC.

OVERLAND PARK, KS, January 8, 2021 – Wilbert Funeral Services, Inc. (“WFSI”) is pleased to announce the acquisition of Hoffman Burial Supplies, Inc. (“HBS”). Based in Peoria, Illinois, HBS is a leading distributor of steel and wood caskets as well as urns and funeral related printed materials with six warehouses serving funeral professionals in Illinois, Indiana, Iowa, Nebraska, Minnesota, Missouri, and Wisconsin. “This transaction supports WFSI’s continued growth strategy and ongoing investment in complementary products and services benefiting funeral professionals and the families they serve,” stated Mark Bates, President & CEO of WFSI. “Hoffman joins Astral Industries and Signet Supply, which together represent WFSI’s Casket Division, with further expansion expected in 2021.”

“We are very pleased to welcome Mark Roehnelt and Hoffman Burial Supplies to our team,” said Don Robinson, President of Astral Industries and Signet Supply. “Founded in 1952, Hoffman is an iconic brand in the mid-west with a rich history of top quality caskets, unsurpassed customer service, and great value. To all of Hoffman’s current customers, we are committed to these same characteristics going forward.”

“I am pleased to have executed a succession plan for Hoffman Burial Supplies which is best for all parties involved including our talented team of sales and operations employees and the great group of funeral professionals we serve each day,” stated Mark Roehnelt. “I will continue to manage Hoffman from Peoria for the coming months to oversee and ensure a seamless transition.”

This transaction demonstrates WFSI’s on-going commitment to supporting and investing in the North American funeral industry.

For more information, call (708) 865-1600.