



Commemorating Life with Respect™

WILBERT RELEASES NEW CREMATION CHOICES CATALOG

BROADVIEW, IL, October 26, 2017 – Wilbert Funeral Services, Inc. has released the Cremation Choices™ Volume 8 catalog, featuring over 300 cremation products including urns, mementos, jewelry, and urn vaults.

Designed to make it easy for funeral professionals to help families with selections, Cremation

Choices is organized by product type such as cultured marble, glass, wood, eco, and metal. High-quality photos illustrate intricate details that make cremation urns or other products special and personal.



“Personalization is extremely important to many families today,” points out Michael Devaney, Merchandising Manager, Wilbert Funeral Services, Inc. “Seeing examples of urns engraved with names, dates and phrases – or even on some of our products an engraving of their loved one’s photo – makes an incredible impact on families and helps them understand how uniquely personal these products can be.”

A tangible catalog that families can browse together at the funeral home is a powerful tool even in the face of online options. However, Cremation Choices Volume 8 is also available as a digital flipbook that can be embedded on a funeral home’s website.

“Embedding the Cremation Choices catalog on your website is a great way to get families thinking about what they would want before they even come in for the arrangements conference,” Devaney says. “The embed code is readily available on the Funeral Professional section on wilbert.com and it can be on a funeral home’s own website within minutes.”

Wilbert cremation products are also available on WilbertDirect.com, an ecommerce website exclusively for funeral professionals.

To obtain copies of the Wilbert Cremation Choices Volume 8 catalog and for any assistance in cremation products or services, contact your local Wilbert Licensee.