



A CLEANER EXIT: PURE CREMATION SETS A NEW EMISSIONS STANDARD THE UK

Funeral trailblazer Pure Cremation has shown that it is possible to reduce your carbon footprint even at the end of life. New research has shown that the emissions from providing their entire service, from collection of the deceased to return of the ashes, produces less CO₂ than the cremation stage alone for more traditional funerals.

Pure, the UK's leading provider of direct cremation – an affordable and fuss-free service where the deceased is collected, cared for, and then cremated without a ceremony or mourners present – recently had the total carbon output of its whole business, including the state-of-the-art Charlton Park Crematorium in Hampshire, independently assessed by Carbon Trust.

The assessment found that Pure Cremation was responsible for a total of 190 tonnes of carbon dioxide emissions, or 80kg per cremation. This compares to emissions of 160kg for a cremation even for an efficient facility carrying out more traditional services.

Catherine Powell at Pure Cremation said: “We take pride in offering extremely high levels of customer care to families across the nation while understanding and off-setting the environmental impact of our essential service.”

This commitment to sustainability means that Pure Cremation continually monitors driver and vehicle efficiency when making journeys to pick up bodies and deliver cremated remains, uses electronic documents wherever possible, purchases its sustainably sourced eco pine coffins in bulk, and maximises the efficiency of the crematorium operations to dramatically reduce the consumption of gas used for each cremation.

Pure believes that Charlton Park Crematorium is also the most environmentally friendly facility in terms of NO_x emissions, the same pollutant produced by diesel engines. Concern about this toxin is growing and figures from the key industry publication, Pharos, states that every UK cremation typically emits 500g of NO_x¹, due to the almost universal use of MDF coffins featuring varnish and plastic handles. In contrast, almost all cremations at Charlton Park Crematorium feature solid pine coffins with wooden handles and no varnish, drastically reducing the potential for NO_x emissions.

Catherine continued: “We know that an increasing number of people want to safeguard the planet and their families by reducing pollution throughout their lives, and we share that concern.

“We are proud of what we have achieved so far, but we recognise its an ever-evolving landscape as the drive towards net zero continues. That’s why we will never stop looking for changes we can make to further protect our local and global communities.”

Ends

1The latest figures published in Pharos, the cremation industry’s house magazine, show that just one cremation emits approximately 500g of NOx gas.

Picture Attached:

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