



## **PURE CREMATION SECURES INDUSTRY HEAVYWEIGHT WITH KEY STRATEGIC APPOINTMENT**

David Collingwood, the former Director of Funerals at the Co-op joined Pure Cremation earlier this year to oversee the disruptor's ever-growing operations team.

Bryan Powell, CEO of Pure Cremation commented: "We are delighted to have attracted a funeral professional of David's calibre and core values to this critical position. It sends a clear signal about our high standards and care for the customer."

Having spent more than 35 years in the profession, overseeing thousands of funerals, David is looking forward to bringing his experience to this new style of service.

"Coming from a company steeped in tradition, joining Pure Cremation is an exciting move," added David. "For me, it's all about choice. It's so important that people have more choice about how they plan, organise and pay for the funeral of a loved one."

Pure Cremation was launched just six years ago, to offer a straightforward and affordable alternative to traditional funerals – direct cremation.

The business has seen exponential year-on-year growth since launch, something that was accelerated further by the Covid pandemic because fewer people were able to attend funerals and many families opted for a direct cremation instead.

David said: "Covid has had a massive impact on the funeral market. I think that the decisions many were forced to make because of the pandemic actually showed people they have the freedom to say what they want or don't want. They can choose something that's right for them, that's more fitting to their loved one and that is so important.

"However, one of the things which stands out at Pure Cremation is the customer service. I have always felt that as a funeral director, I was in a privileged position. You have to always think about the bereaved client, what they need, how they feel and understand that they are the number one priority."

David and Pure Cremation have a shared mission – to meet the evolving needs of the client and to achieve growth through excellent service.

Pure Cremation amassed an impressive 92 per cent 'Excellent' rating from more than 1,200 reviews on Reviews.io for its cremation service and 92 per cent 'Excellent' rating on Trustpilot from over 5,400 reviews from pre-paid plan purchasers. These positive reviews have contributed to Pure Cremation's position as a leading provider of direct cremation in the UK and the number one pre-paid funeral plan provider.

"Many families and individuals want something simpler and more specific to their own needs. And many now feel they have permission to say, 'I don't want it this way', but they still expect value for money and the same care when it comes to the planning and that is exactly what they receive at Pure Cremation."

David added: "My new position at Pure Cremation is a very different role for me, but it's one that I find very exciting as it allows me to be part of a transformational change which will leave a lasting legacy in the years to come."

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