



## **Statement from Catherine Powell, Customer Experience Director, Pure Cremation**

On the 29<sup>th</sup> September the Daily Telegraph published articles about Co-operative Funeralcare, generated by an undercover reporter exposing a hard-sell culture and poor practices within its south London branches.

We know that the Co-op employs many dedicated caregivers who will undoubtedly share Pure Cremation's sadness regarding this behaviour which once again raises questions about the funeral industry at a time when it is already under the spotlight.

Respectful treatment of the deceased and compassionate treatment of the bereaved are at the heart of all we do which are constant themes of our many wonderful reviews.

The funeral sector is notoriously opaque and mysterious, something we combat through our 'open door' policy – where our staff know that we must be ready for anyone to ask to see our premises, without prior notice.

Our founders have long been champions of price transparency, and we see this as a key part of our customer service offering. Pure Cremation has maintained its highly competitive pricing for 3 years, proving that a focus on improving efficiency is the key to creating a sustainable funeral business whose growth doesn't rely on yearly price increases or "upselling". With all-inclusive fees throughout the UK and Northern Ireland from just £1,195, a Pure Cremation is a fraction of the cost of a traditional cremation and gives families the freedom to choose exactly how they want to say goodbye.