

# Your New, 21<sup>st</sup> Century Memorial Program

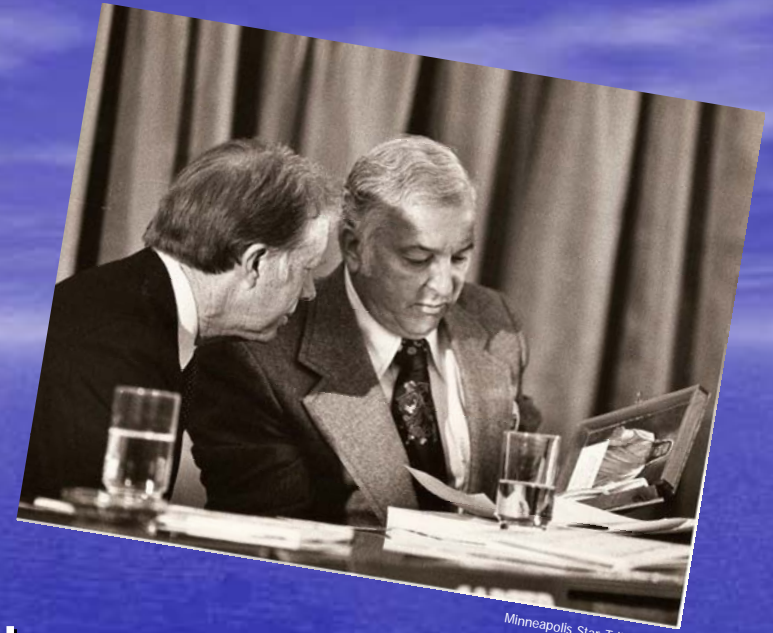


United Memorial

*The Perfect Expression of Sympathy*

# A Proud Tradition

- United Memorial has been serving labor unions and fraternal organizations since 1958 . . . for 50 years!
- We are the **only** memorial company that is 100% union – both with union-made products AND every single employee under a legitimate union contract.
- In short, we “play by **all** the rules.” That is important to you, and us!



Minneapolis Star-Tribune

# A Proud Tradition (cont.)

- 50 years ago our founders created the idea of a more lasting tribute – a Memorial Bible in a Cedar Chest.
- This idea became the standard used by thousands of labor unions and their local's for five decades!
- For all these years now, thousands of satisfied customers have come to understand that our proven Memorial Program is **far more than a card, a cedar presentation case, or even the Bible itself.**
- It **IS** the opportunity for you to share with your people your concern for their loss, while at the same time providing them with comfort, consolation and hope.



# Time for Something New!

- Today, we remain committed to continuing this **proven program**, with the same high-quality union-made products you've come to expect . . .
- However, we also believe strongly it is time for a NEW, updated look
- And we know **wooden chests** will continue to experience cost, union-status, and supply issues in the future
- In fact we believe there are **3 major reasons** you will want to **use** the new, 21st century memorials . . .



# Your 21<sup>st</sup> Century Memorial Program

Key word: **USE** ...



- **U** – **U** pdated Look
- **S** – **S** avings (lower costs for you)
- **E** – **E** asier to Use

# Updated Look

- We are proud to introduce the new ***Sierra Chest***!
  - high quality, durable, leather-type finish
  - dignified color & clean design
  - magnetic clasp to hold it closed
  - and ...



# Updated Look (cont.)



– “**green!**” ... made of completely recyclable materials, not harming the environment



- new ***Sierra Chest***
  - velvet tray inside to hold the books
  - distinctive ribbons holding your personalization
  - high perceived value yet cost effective price
  - completely union-made
  - an easy-to-keep-clean finish for years to come

# Savings (lower costs for you)

- The new **Sierra Chest** has a very high perceived value, yet a very cost-effective price
  - Our program has always been about one-half the cost of a representative floral spray, or less. These new keepsake chests feature an **even lower price** – especially compared to the previous **high-rising costs of wood**.
  - As **a wholesaler**, you can continue to rest assured we will always give you the lowest price possible, with a fervent commitment to quality, union-made products and service!
  - **Bottom line**: new Sierra Chest; high-quality *Memorial Bible* or *Enduring Comfort* book; your personalization; and sympathy card . . . **mid \$20's to low \$30's each, depending on quantity.**



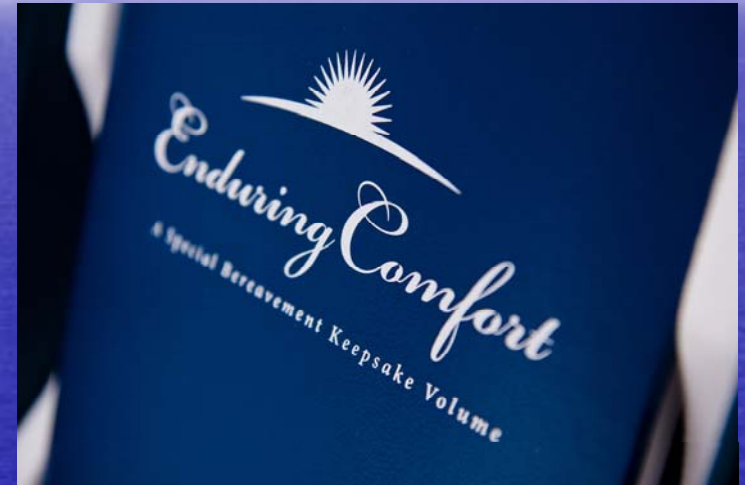


# Easier to use

- Finally, another **NEW innovation!** . . . .

## ***Enduring Comfort***

- Nothing comforts like God's Word for the believer. (We are proud to know we will always sell Memorial Bibles!)



- However, for many organizations – especially those in larger cities – it would be helpful to have **one** memorial book you can give to **everyone** – regardless of their beliefs . . . . (cont.)

# **E**asier to use (cont.)



- **Enduring Comfort** features . . .

- Comforting meditations & affirmations
- A tribute section, helping create a sense of belonging after loss
- Easy-to-understand grief recovery helps
- Helpful references of where your people can go to get more help, if needed

# **E**asier to use (cont.)

- With ***Enduring Comfort***
  - You only need to buy one book for all your people
    - A lasting tribute that offends no one, yet provides *real* comfort
    - Less inventory management
    - Less confusion
    - Lower costs
- Another **one-of-a-kind** option from the leader in lasting, keepsake memorials



# Your NEW 21<sup>st</sup> Century Memorial Program is ready to **USE!**

To begin . . .

- simply **call your Customer Service Representative** at our toll-free number, or
- **email us**, and/or
- check out our new, **helpful website!**



United Memorial

**1-800-827-8232**

[service@umemorial.com](mailto:service@umemorial.com)

[umemorial.com](http://umemorial.com)

*We are ... United With You In Service!*

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