



N J Todd

use new Artisan Casket

MEMBER FIRM N J TODD, LOCATED IN THE NORTH EASTERN VICTORIAN TOWN OF BENALLA, RECENTLY ENTERED A NEW AGE IN FUNERAL SERVICE WHEN THEY BECAME THE FIRST FUNERAL DIRECTORS IN AUSTRALIA TO ARRANGE AND CONDUCT A FUNERAL USING ACC'S NEW 'ARTISAN' CASKET.

Designed in New Zealand by Greg Holdsworth, and manufactured under licence in Australia by ACC, the Artisan is a revolutionary product. It is so different in its design, that it has been displayed at the Smithsonian Museum in New York.

Featuring a curved top which is completely removable, the Artisan uses minimal materials, to reduce its environmental impact. The top and ends are coated in a completely natural vegetable oil, which is applied by hand. Inside, the deceased rests on a fleecy wool mattress and pillow.

N J Todd's Justin Feehan received a call from a family, to say that there had been a sudden and unexpected death. The deceased was a young man who was only 56 years old. He was very well known and respected in the community, due to his involvement with the local hospital.

Justin visited the family in their home, and found a very organised family who had a good idea of what they wanted. As a family that respected the environment, they wanted the coffin to be as environmentally friendly as possible. Justin showed them a photograph of the Artisan casket, and they instantly knew that it was the right casket for their loved one.

Although they felt that the Artisan was the best choice and in keeping with the deceased's environmental concerns, the immediate family was a little concerned about the reaction from the extended family, particularly the older family members. These concerns proved to be completely unfounded.

The local florist was told that the casket was quite different, and came to have a first hand look before designing the flower arrangement. As the photos show, the final product suited the casket perfectly.

On the day of the funeral, the family's concerns about how the casket would be accepted were immediately allayed, as family and friends made positive comments about their choice of casket. Some mentioned that it looked like a wine barrel, others said that it was very natural looking, almost like a log or a tree trunk. Almost everyone commented on the fleecy wool interior of the casket.

In planning this funeral, the family of the deceased spent considerable time researching coffin and casket options on the internet. In the end, it was the locally made Artisan casket that they chose. They told Justin that the deceased loved new things, and would have been happy to know that his own funeral was the dawn of a major change in coffin and casket design, and a 'first' in so many ways.

From the Funeral Director's point of view, Justin said that the Artisan was easy to use and handle. It was light, but not flimsy at all. The lid was easy to remove and replace, and the locking system worked perfectly. The bearers liked the handles which are built into the base, and it was secured in the hearse using conventional clamps.

The Artisan casket is new. It's different. And as the world becomes more environmentally aware, it might be just the thing that your client families are looking for.

