



PURE CREMATION'S PREPAID PLANS FREEZE FUNERAL COSTS IN TIMES OF HIGH INFLATION

Pure Cremation Funeral Planning Ltd has a solution to alleviate some of the stress caused by rising inflation, as millions of Brits face the prospect of further hikes to the cost of living.

The UK's leading provider of funeral plans¹ offering simple prepaid cremation plans that completely freeze the price of its service at a time when cost-saving is crucial to any plan holder and the people they leave behind.

For many years, savvy consumers have looked to prepaid funeral plans to avoid the ever-increasing cost of dying. According to the most recent Sunlife Cost of Dying report the average price of a basic cremation funeral sits at just under £4,000, but as funeral providers face the double whammy of uncapped business energy fees and rising fuel bills, it seems likely that the cost of a send-off will rise too.

With some predicting that inflation will reach 15% by the start of 2023, it makes sense to take advantage of any opportunity to fix key costs at today's prices, and that is exactly what a pre-paid funeral plan is designed to do.

Paul Thilo, an MD at Pure Cremation Funeral Planning Ltd said: "A funeral is the one service everyone will need, and with inflation at a 40-year high everyone should ask themselves how they can take control of the costs today. The alternative is to gamble on family resources covering them in the future."

Last year, 17 per cent of families experienced notable financial concerns when paying for a funeral and, on average, had to source an extra £1,800 to cover the overall costs— with many having to either use a credit card or borrow from a friend. (SunLife Report 2022) This picture is likely to get worse given that the cost of a traditional funeral has consistently increased at a rate considerably above general inflation.

Pure Cremation offers one of the least expensive funeral options available today, delivering respectful, unattended cremations with the hand delivery of a loved one's ashes. Better still,

Pure Cremation plan holders don't have to worry about rising costs because there will be nothing more to pay in the future.

While no-one knows exactly what the future holds, it is clear that direct cremation is growing in popularity growing from 2% in 2018 to 10% last year (Cremation Society data) and Pure Cremation 's simple pre-paid funeral plan was the most popular choice in 2021, with 65,000 people signing up.

Paul added: "More and more people are making a conscious choice to have a direct cremation instead of a more traditional funeral. While there are multiple reasons for choosing this alternative, we know that many people appreciate the much lower cost of a direct cremation – and now, more than ever, this will increase its appeal.

"The worst thing you can do right now is nothing. A prepaid funeral plan which beats inflation is a sensible purchase that protects your loved ones from the risk of a financial shock."

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¹<https://www.purecremation.tv>