



Media Contact:

Dan Katz
(800) 991-0625 ext. 1
dkatz@laadsmarketing.com

SICH CASKET COMPANY LTD.

Company Backgrounder

Sich Casket Company is a pioneer of the Chinese casket industry. In just ten years the company has grown from a small family-run furniture factory to a significant international manufacturer of wood and metal caskets and a leading Chinese supplier of caskets in North America.

Sich Caskets was founded by Sirius Chan, who remains the firm's president. Although born in China, Sirius was raised and educated in Canada. After working in both the Canadian furniture and electronics industries, Sirius returned to China in 2003 to reinvigorate his family's struggling furniture factory, which was too small to compete against the large players in the Chinese furniture industry. It was at this time that Sirius heard of an American buyer who wanted to source caskets in China. Upon researching the funeral industry, Sirius decided to change the factory's core product to wood caskets. In 2004 Sich introduced the first line of all-wood caskets to be made in China. In 2011 Sich expanded its factory and began producing a comprehensive line of metal caskets to provide a complete single supply source for funeral homes.

At Sich Caskets, Sirius combines his family's enduring commitment to traditional craftsmanship with innovative management, production and distribution methods. The factory's state-of-the-art automated warehouse system improves inventory control, reduces product damage from handling and optimizes storage space to hold as many as 3000 units of inventory.

The company sources its materials globally to provide the finest quality and best value at every price point. With more than 250 models and styles of solid hardwood, wood veneer and metal caskets, Sich Caskets provides a one-stop shopping source for funeral professionals throughout North America. Sich caskets are sold through a distributor network serving funeral homes throughout the United States and Canada.

Sirius points out that his background as a Western-educated professional who is now manufacturing in China puts Sich in the unique position of understanding North American culture and traditions, while innovating processes to achieve maximum product quality, value and affordability.

Sich continues to focus on product diversification, quality improvement and more efficient production and distribution. Its factory is located Ningbo City, Zhejiang, China. For more information, please contact sirius@sichcaskets.com.

Basic Facts:

- Sich offers an extensive lines of wooden cremation, burial and orthodox caskets with over 250 different models in a variety of wood species including: Mahogany, Walnut, Cherry, Maple, Oak, Pecan, Cedar, Alder, Chinaberry, Paulownia, and Pine. By taking advantage of global sourcing, we use lumber from the USA, Europe, Africa and China to provide the best quality and value for money spent.
- Stamping a full line of 20-gauge steel, 18-gauge steel, Stainless Steel, Copper and Bronze caskets. We offer a total of 4 different lids and 11 body shells with choices of over 30 automobile quality colors. With the wide selection of casket shells, we have over 40 types of newly developed hardware with improved design and grip space which enables us to create sufficient choices for any need.
- As an additional measure of security for our customers, each of our products is covered by a \$5 million dollar product liability insurance policy from one of the most renowned insurance companies in the USA, an exclusive feature of Sich Caskets.

(Editors – photos are available upon request)