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Finds parallel between the Sich company story and his own firm.

Sich Caskets has announced the winner of their first monthly “Year of the Funeral Director” casket giveaway, Todd Howell. Mr. Howell is the managing director of Woodfin Funeral Chapels in Murfreesboro and Smyrna, Tennessee, a funeral firm that has been owned by the Woodfin family for five generations.



Woodfin Funeral Chapel manager Todd Howell wins a Sich Casket in first monthly drawing.

Mr. Howell will be receiving the Sich “Indigo Silver” 18 gauge casket, delivery provided by Lake Forest Casket, Lombard, IL, a Sich Casket distributor.

The monthly casket giveaway is the first of several special programs planned by Sich for 2017 as part of their “Year of the Funeral Director” promotion.



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Drew Edwards

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Spotlight On:
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Sich Indigo Silver 18 Gauge Casket.

"I have been following the story of Sich and Sirius Chan (Sich CEO) and how quality import caskets is really a game-changer for those of us who are struggling with increasing cremation rates," said Mr. Howell, whose funeral homes currently sell Batesville caskets.

Mr. Howell highlighted the similarities between his business and Sich Casket, adapting to the times and the changing market. "The idea of Sirius Chan's turning his family-owned furniture company into something that is a completely different product than they would have ever considered, that is a success story in itself."

The next Sich casket giveaway drawing will be held at the end of May. To learn more about the monthly drawing and to enter, visit Sich.com or www.RethinkYourCaskets.com/YearFD. Participants need only enter one time to be registered for all the drawings throughout the balance of the year.

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Embalming 101: Back to the Basics

About Sich Caskets

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. Founded by company president Sirius Chan, Sich sources its materials globally to provide the finest quality and

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Winners in every
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By Meghan Kelly | May 10th, 2017 | Industry Alerts | Comments Off

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