
Consumers Accelerate Online Casket Purchases From Specialized Vendor Express Casket

Large retailers, specialized vendors offer wholesale prices and personalized service that funeral homes struggle to match

For Immediate Release

SAN ANTONIO, Texas/EWORLDWIRE/Oct. 4, 2012 --- A new trend is afoot in an industry known for its dogged ability to withstand the march of progress: consumers are increasingly shopping online for caskets and funeral products at Express Casket. Customers are learning that caskets found online are the same as those offered in funeral homes, with no compromise in quality materials or craftsmanship but at substantial cost savings.

Big retailers offering discount caskets lead the way - giants Costco, Walmart, and Amazon have reported strong online casket sales and increased consumer interest in value-priced products. Also enjoying marked sales growth are specialty retailers that offer personalized customer service along with lower prices.

Online casket wholesaler Express Casket has made a name for itself with concierge service, next-day delivery, and prices that are lower than those offered by funeral homes and brick-and-mortar retailers.

Online vendors have overcome the presumption that discount caskets suffer from cheap materials and construction. Many models are 100% crafted in America. Consumers can find the exact same steel caskets online â€” in 18-gauge standard or 20-gauge value that is 30% thinner but just as sturdy â€” that are found on showroom floors, only at wholesale prices. Online models can also be accessorized according to faith or customer special request.

In the past, the brick-and-mortar casket and funeral services industry has been the subject of consumer complaints ranging from price gouging to unfair business practices. The industry was cleaned up by passage of the Federal Trade Commission's â€œFuneral Ruleâ€• but consumers still struggle to find value when buying a casket. Online discount casket retailers have stepped in to offer lower prices, better quality, and improved service. Today's consumers who are accustomed to finding better deals online are driving a fundamental shift that looks poised to transform the industry.

About Express Casket (<http://www.expresscasket.com/>)

Express Casket was established in 2010 to provide funeral consumers with high quality casket options and has quickly grown into one of the nation's leading providers of wholesale caskets. With showrooms & storage facilities in 18 US cities, Express Casket specializes in next-day (or sooner) delivery of the same high quality caskets consumers can find on the showroom floors of funeral homes.

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