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Carrier Mausoleums Construction Perfects Formula for Success

There's no question that 2012 has been a year of change and evolution for Carrier Mausoleums Construction.

In June, the company announced the launch of a new bronze accessories line. A month later, it unveiled an updated logo, URL and slogan. Advances in products and services have been rolled out throughout the year.

"We've worked hard to lay a foundation for success, to make sure our customers really know who we are as we move into 2013 and 2014," said Joshua P. Lintz, senior director of marketing and strategic development at CMC, who joined the company in March.

CMC has been owned by the Carrier family since its founding in 1984. Building on the success of its first project, a mausoleum, the company expanded and focused its business on the funeral industry: mausoleums and columbaria. While the company was founded in Canada, it also had U.S. headquarters in Portland, Ore. The company does not just work in Canada, Lintz said, adding, "We're building all over North America, and we're working with the majority of Catholic cemeteries in the U.S."

There's a concentrated effort to let customers know who CMC is, what it does and what it stands for. "CMC is a 'no surprises' company," Lintz said. "Whatever the challenge, CMC will be on-budget, on-time and surprise-free."

CMC's glass-front niches are the company's most explosive category. "We're absolutely the premiere glass-front fabricator in the industry today," Lintz said. "Our company designs, fabricates and installs every product



The Maryrest Chapel Mausoleum at Maryrest Cemetery in Mahwah, N.J. (Photo courtesy of Carrier Mausoleum Construction)

... not one other vendor can offer that."

Lintz added that the company is doing a lot of innovation with the glass-front niches. "We invented the curve-glass niches, and they've been so successful for us that we're incorporating them into a majority of our projects," he said. "While many other vendors are using outdated technology for lighting, we are using LED lighting ... and each niche has its own LED bar that is rated to last five times the life of our competitors. It's a point of consideration when you have to think about maintenance."

A trend CMC is seeing in Canada – and one gaining momentum in the U.S. – is stand-alone columbaria. "It's a very purposeful environment ... it's not a mausoleum intended for crypts with niches on the side," Lintz said. "Cemeterians are seeing families responding to this option because they understand that this is really for them."

"It's all about being proactive," Lintz noted. "What sets Carrier apart is that everything – from design to building to installation – is for the

family," he said. "The tastes, the profiles of families, that governs everything we do." From an abundance of natural lighting in buildings to individual security shutters on exterior columbaria, the company puts family first, Lintz added.

CMC is equally proud of its ability to seamlessly integrate new construction into a space. "If you're a cremation consumer, there's nothing worse than buying at a place that looks like it was just slapped together," Lintz said. "We take the time to walk through a building, sample the material that is already used and match the existing stone. It's a purposeful build so that cremation families never feel that they're less than or an afterthought."

Carrier's decision to enter the bronze market, Lintz said, is an opportunity to provide an end-to-end solution. "For CMC, expanding into the bronze business allows us to deepen our product portfolio as well as offer a complementary area where we can successfully meet our customers' needs," Lintz said. "We're able to see the project through on-time, every time."

While 2012 has seen many advances in CMC's product and service profile, the company is continuing to plot its future. While he's not providing details, Lintz says Carrier will be debuting what he calls "the industry's most anticipated selling platform; a Web-based software program that will be a game-changer" on Jan. 15, 2013. "We're focused on carrying the Carrier brand forward." •