

Ask The Expert

[Industry leaders]

CMC Doubles Down on Cremation

Q&A with Louis-Philippe Carrier

■ Summary

Some opportunities are simply too good to pass up – a scenario that happened recently when Carrier Mausoleums Construction Inc. acquired Pyrox Energies Inc., a Quebec-based cremation equipment manufacturer. With the purchase, CMC will now be able to offer state-of-the-art cremation equipment, refractory, service and repair, as well as crematory accessories, in addition to industry-leading mausoleum construction, glass-front niches, columbaria, bronze accessories and more. Louis-Philippe Carrier, president and CEO of CMC, talks about the acquisition, how CMC Cremation Division will compete in the marketplace and more. *Patti Martin Bartsche reports*

Earlier this year, CMC announced that it had acquired Pyrox Energies. How did this acquisition come about?

CMC has always maintained an interest in growing our product and service portfolio – both organically and through acquisition. When we look at potential acquisitions, we look for diversification and synergy. In this case, acquiring Pyrox allowed us to combine business activities, while leveraging CMC's expertise to make product and process enhancements, as well as scale what was a tremendous business.

Had CMC been looking to get into the cremation market?

As a design-build general contractor, CMC is specialized in more than just mausoleums and columbaria – we're also a leading builder of funeral homes and crematories. The Pyrox brand is a superior line of cremation equipment, and we are proud to welcome them to our family and offer our customers a premium, Canadian-made product backed by CMC's legendary quality and service.

What was it about Pyrox Energies that seemed like a natural fit for CMC?

The Pyrox brand, albeit small, achieved a terrific product, backed by a 30-plus year history of innovation, and a track record of success throughout many of Quebec's premium funeral organizations. After learning that Pyrox's people, product and process complemented CMC, we realized there was opportunity to grow and scale the business across Canada and into the United States. That, and a cremation equipment manufacturing division is a natural addition to our turnkey funeral industry supplier business.

Tell us a little bit about Pyrox.

Pyrox cremation retorts have led the Quebec cremation industry for more than 30 years. They are developed from extensive experience in crematorium manufacturing, service and repair, which is why we believe Pyrox is such a good complement to CMC. What's more, environmental compliance is paramount to CMC, so each Pyrox cremator is certified



to the highest standards. From floor plan design, installation and equipment start-up to after-care service, calibration and refractory service and repair, CMC Cremation Equipment (Pyrox) is your trusted partner.

For more than 30 years, CMC has been known for its high-quality mausoleums and design-build construction. Why expand into a completely different industry?

Quite the contrary actually, the design, manufacturing, installation and repair of cremation equipment is a highly complementary product and service for CMC. Combined, we are the only human and animal cremator manufacturer in the United States and Canada that blends construction expertise and engineering insights with the high quality cremation retorts for a complete turnkey solution for our clients.

VIEWPOINT

“Our mission is to perfect human and animal cremation equipment while offering service, repair and products that are second to none.”

– Louis-Philippe Carrier



You have said that Pyrox never really achieved critical mass (before you purchased the company). Why do you think that was and what can CMC do to help grow the business?

Scaling a business is a difficult challenge. As for Pyrox, they've always had a keen focus on product development and advancing cremation retort and incinerator technologies, especially respective to environmental compliance. At CMC, our specialization in engineering, construction and manufacturing, combined with our highly talented work force and sales teams is the perfect mixture of ingredients to make Pyrox, now CMC Cremation Equipment, an industry-leading brand. We have the team and processes in place to scale this business beyond Quebec, eventually offering premium cremation equipment and repair services to our customers throughout Canada and the United States.

How does this acquisition fit into CMC's overall company mission?

At CMC, our tagline is "Building Heritage." To us this is more than lip service; this is our mantra – our guiding principle. When we build mausoleums, custom columbaria, funeral homes, or provide our customers with premium, enduring

bronze statues and accessories, it's all about respecting, preserving and celebrating heritage. Cremation equipment is no different. We succeed when our products add value, increase productivity and profitability, reduce operating and maintenance costs, and push the envelope through innovation. In all that we do, we promise to be transparent, on time and on budget. This acquisition complements our focus perfectly.

With the acquisition, CMC has created a new division – CMC Cremation Equipment. Tell us a bit about this new division.

Our mission is to perfect human and animal cremation equipment while offering service, repair and products that are second to none. That means with CMC you get the highest quality workmanship, technology and customer service all from the same core company. Consider us your partner for the entire process – from floor plan design, installation and equipment start-up to after-care service, calibration and refractory service and repair. We can evaluate each unique facility to ensure we provide the best options for your business.

How will CMC Cremation Equipment market itself in the industry, especially since there are many

established competitors in the marketplace?

CMC is uniquely positioned to offer something that no other cremation equipment manufacturer can offer – turnkey, end-to-end service. To date, none other than CMC can do everything from design-build construction, to general contracting, to custom cremation equipment design, manufacturing and installation, as well as all the maintenance and repair services required to keep operations productive and profitable. We even offer crematory accessories, making CMC a perfect one-stop partner.

What is the future for CMC Cremation Equipment? For CMC-Carrier?

CMC Cremation Equipment is poised for significant growth. First, we are focused on scaling the business beyond Quebec – serving CMC's customers all throughout Canada. From there we will expand into the United States. In addition to these plans, resonating from the very core of CMC, we will continue to focus on innovation and product development. That said, we anticipate many exciting enhancements and future announcements. Please stay tuned. Consider CMC for your next cremation equipment purchase – we will go above and beyond for your business. •