

# PRESS RELEASE



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## RELEASE DATE:

For Immediate Release

### **Messenger Releases New Solutions Guide**

AUBURN, IN – Messenger has announced the release of its new Solutions Guide: *Inspire, Engage, Grow*. The 48-page guide showcases on-trend products and service solutions to help funeral professionals better serve the changing needs of today’s families. “As with all our products and services, we have invested much care to develop this guide into something more than just a standard product catalog” stated Alicia Norman, Director of Product Services at Messenger. “It’s meant to serve as a look-book of fresh ideas, concepts and inspiration to showcase the very best of what Messenger and our partnering companies have to offer,” Norman continued.

Inside the guide, funeral professionals will be introduced to Messenger’s full suite of personalization solutions: Make It! Personal, Signature Service and Remembering with Love. Other noteworthy items include Messenger’s new Virtual Guest Registry, mailing service to help families stay connected, at-need insurance assignment by Express Funeral Funding, Aftercare Products and so much more.

Heather Garman, VP of Sales and Marketing at Messenger had this to add, “During this unprecedented year, we have seen first-hand how fast funeral service is changing and we are eager to share our full breadth of solutions with funeral professionals. Our hope is for funeral professionals to find one thing that inspires them and implement it to make a big impact

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on their families and communities. Change is imperative for funeral homes to stay relevant as consumer buying patterns and preferences continue to evolve,” Garman continued.

Messenger’s catalog is currently available online at [www.messengerstationery.com/catalog](http://www.messengerstationery.com/catalog). Printed copies will be distributed by Messenger’s team of local Sales Consultants in the coming weeks.

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*The Messenger Co., LLC, headquartered in Auburn, Indiana, was founded in 1913 by Frank Messenger, who started in the religious calendar business. Messenger has since become the leading provider of stationery, funeral service items and personalization services. In 2019, Messenger acquired Express Funeral Funding, the largest privately-held insurance assignment funding company. Focused on being a trusted partner to funeral professionals, Messenger delivers time saving solutions to increase customer satisfaction and add value. Messenger provides quality product and technology solutions with quick lead times and exemplary service, exclusive partnerships and one of the most experienced and extensive sales teams in the funeral industry. For more information about Messenger, visit [www.messengerstationery.com](http://www.messengerstationery.com) or call 1.800.827.5151.*