

### The Dignity promise

Every Dignity funeral director is rigorously monitored to ensure that its client service, premises and vehicles are of the highest standard. By choosing a Dignity funeral director you can be confident that:

#### We are compassionate and caring:

- We never forget that this is one of the worst times in someone's life. We always treat people with compassion, respect and care.

#### We are open, honest and straightforward:

- We help our clients by providing clear and straightforward information that enables them to make informed choices. We are transparent about our fees and there are no hidden extras.

#### We spend as much time as the client needs:

- We spend as much time with our clients as they need, whether it's when they first contact us, during the arrangements for the service, or choosing a memorial or funeral plan.

#### We pay attention to detail:

- We know that for our clients every detail is important. We take care and time to make sure we get every detail right.

#### We keep in contact:

- We keep in regular contact with our clients. They always understand what is happening; who is looking after them and they are confident that we understand their wishes.

### Dignity ~ The ultimate funeral professionals

Dignity is a British company that has funeral homes in towns and cities across the UK. We strive to set the highest standards for the funeral profession in terms of client service and care for the deceased.

At Dignity we are funeral people – it's all we do. Dignity funeral directors have a rich heritage. Our oldest funeral home was established in 1812 and the majority of our businesses have been serving their local community for generations.

Our funeral directors and arrangers come from the cities and towns they serve or families that have been in the funeral profession for generations. This means they understand local traditions and can help our clients every step of the way from registering the death to explaining all the options so that families can have the service they want for their loved one.

A Dignity funeral director provides a complete service and there are no hidden extras. We are completely transparent about our pricing, providing a price list and written quotation for each client at the time the funeral is arranged, so you know exactly how much the funeral will cost.

By choosing a Dignity funeral director you can be sure that you are choosing the ultimate funeral professionals.

### Dignity contact information

If you would like to find out more about Dignity or to find your local Dignity branch please visit; [www.dignityfunerals.co.uk](http://www.dignityfunerals.co.uk).

Or write to:

Dignity Funerals Ltd  
4 King Edwards Court  
King Edwards Square  
Sutton Coldfield  
West Midlands B73 6AP

Tel: 0121 354 1557

A Company registered in England No. 41598  
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