

Casket manufactureres/third party retail stores

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Category: Price Fixing

From: *COMPETITIVE CASKETS*

Date: *May 11, 1999*

Time: *12 NOON*

## Comments

Please research if possible the practice of funeral homes pressuring casket manufacturers NOT TO SELL their merchandise to third party retail stores: Batesville (who has 45% of the casket market share and Yorktowne 15% of the market) in particular refuse to sell to retailers such as myself, stating that their policy is to sell to funeral homes and funeral directors. My husband is a licensed PA. F.D. and we still cannot obtain caskets from the larger companies who have distributors nationwide. Each time I have approached these companies, the answer is the same: funeral homes will "boycott" the company if they provide retail stores with their product. This practice does not allow the consumers to purchase funeral merchandise at a much lower cost than that of the funeral home. We are also experiencing the same problem with the vault companies. Granted, there are retail stores opening up in some area, but the owners are F.D with accesss to funeral homes from which caskets can be ordered through. It is a fact that the casket companies do not care what the funeral home does with the caskets once they are delivered IE: selling these out to third party. However, they will not provide this product directly to my store. As a business owner and consumer, I feel that I have the right to provide a product that is less costly to the public, and more important, the consumer has the right to make a more informed, economical choice regarding these products. By allowing F>H> and casket companies to continue this practice, caskets and vaults prices will continue to be sold at a 300-500% (sometines 900%) markup. This is not acceptable. Please resond by calling *973-772-0188 or FAX 973-772-6096*

*George Silva*  
*President*

