

October 2025

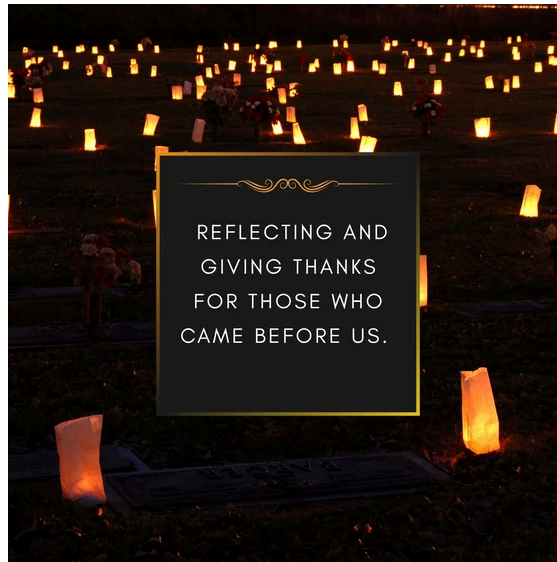


Honoring Tradition: Halloween and the Funeral Profession

While Halloween has become known for costumes and candy, its origins reach far deeper — into traditions of remembrance, reverence, and the care of the departed. The ancient Celtic festival of *Samhain* marked the time when the veil between the living and the dead was believed to be thinnest, and communities gathered to honor ancestors. That spirit of remembrance carried through to All Saints' and All Souls' Days — moments still observed around the world as times to reflect and give thanks for those who came before us.

For those who work in funeral service, this season naturally holds special meaning. It's a time when the public often reflects on mortality, remembrance, and the value of meaningful memorials. Funeral directors, as the guiding light for families during these times, play an integral role in helping them navigate these themes every day.

At **ADDvantage Casket Company**, we're proud to support funeral professionals with reliable, quality products that uphold the dignity of every service. Our wide selection of caskets and urns, commitment to timely delivery, and dedicated



REFLECTING AND
GIVING THANKS
FOR THOSE WHO
CAME BEFORE US.

customer care are all designed to make your work easier and your families' experiences smoother, providing you with the support you need.

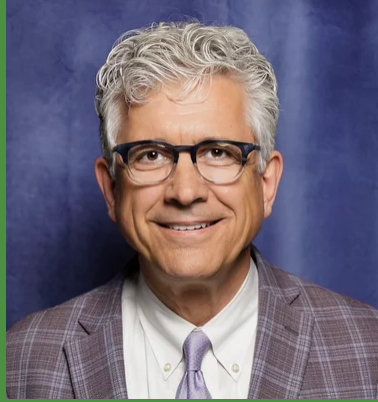
Whether you're preparing for seasonal increases in services, restocking urns, or exploring new options for personalization, our team is ready to help.

ADDvantage Casket Company is dedicated to helping funeral directors honor life, tradition, and remembrance, one family at a time. Our values align with yours, and we are here to support you in your mission.

[Visit our website](#) or contact your representative to learn more about our casket and urn options.

A message from Bill

As we move into the Halloween, fall, and Thanksgiving season, a time rooted in remembrance and reflection, we're reminded of the deep respect we hold for those who guide families through loss. Funeral directors and their teams provide care, comfort, and dignity during some of life's most difficult moments.



At ADDvantage Casket Company, we are honored to support these dedicated professionals who serve families, friends, and neighbors with compassion and grace. In many ways, their work continues a timeless tradition of honoring life, remembrance, and community — values that connect deeply with the history and meaning behind this season.

Thank you for supporting our communities.

*With honor,
Bill Forsberg*

Start a Conversation with Bill

Getting to Know Our Sales Team

Q and A with Steve Wilson

Steve's passion for helping customers find the right solutions really shines through in this Q&A. He's all about creating practical, effective options that meet each customer's needs, balancing quality, value, and profitability with confidence and care.

**What's your favorite part of the job—or the part you're proudest of?**

My favorite part of the job is traveling the highways & back roads of the Carolinas & the Commonwealth to meet and serve our customers. Each funeral director I work with is as unique as the natural sites I enjoy on a daily basis.



**Inspect, Prepare and Deliver
each casket as if it was for
Your Loved One.**

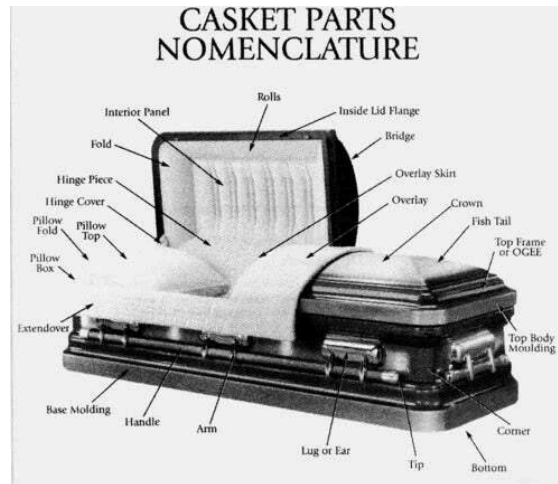
**If you could describe what ADDvantage does in just three words,
what would they be?**

Offer. Maintain. Deliver.

We offer value and work hard to maintain high standards to deliver on the expectations of our customers.

**What's one thing people might be surprised to learn about caskets or
the casket-making process?**

The wide variety of wood & metal caskets available in such numerous colors, shapes and sizes is truly remarkable.



**What's your go-to snack or drink during a long day at work?
(because everyone needs fuel!)**

I happily "Do the Dew!"

Thanks to ADDvantage Casket Company for ensuring I can do the Dew! Anyone who visits us at the Raleigh Distribution Center can grab a can.

Get in touch with Steve

Office: (919) 210-3406

Mobile: (919) 820-9759

Steve@addvantagecasket.com

October Featured Product of the Month

FEATURED PRODUCT OF THE MONTH MANTEO PEARL



- 18-Gauge Steel
- Gunmetal with Natural Brushed Interior Finish
- White Velvet Interior

THE
ADDVANTAGE™
casket company

Email to Place an Order

About the Manteo Pearl

The ADDvantage Casket Company is proud to offer the Manteo Pearl as our Casket of the Month for October 2025. Manteo is truly a pearl in North Carolina's geography, and this month's featured product is similarly striking.

The gunmetal shell with natural brushed finish opposite a white velvet interior is simply stunning. The shirred extends over the pillow and overlay combination is a perfect counterbalance to the superbly subtle accents in the cap panel.

Call us at **1-800-CASKETT** (2 T's) to schedule delivery of this conservatively priced **"Decedent-Ready®"** 18-gauge steel unit for display in your funeral home casket selection room.

Featured products of the month are shared on the website the first of each month. Bookmark this link.

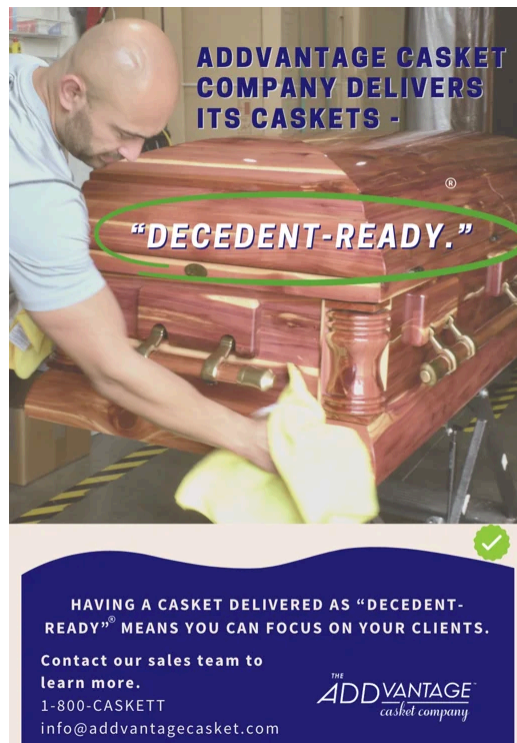
Don't Wait – View Our Full Catalog Today!

Step-by-step:

Register for an ADDvantage Casket Company wholesale account.

(For Funeral Directors Only)

1. Go to the ADDvantage Casket Company [registration page](#) and start the sign-up process.
2. Click the "[Register/ Create Account](#)" button or link to open the registration form.
3. Fill out the registration form. You will need your business and contact details. Provide your login credentials (name, email, + password) and accept any terms of service.
4. Review and submit the form. Double-check contact info. and spelling.
5. After submitting, look for a confirmation email with the next steps. If you don't receive a confirmation or need immediate assistance, please get in touch with us by phone or email at [1-800-CASKETT](tel:1-800-CASKETT) or info@addvantagecasket.com.
6. Once approved, use your account to view product catalogs and pricing.



For over a decade, The **ADDvantage Casket Company** has product-supported over 195 funeral homes across NC, SC, and VA. As a funeral-director-owned business, we know casket selection displays and offer high-quality caskets and urns. Our "**Decedent-Ready®**" program assures that every casket or urn delivered is checked and double-checked so you don't have to.

Contact Us!

E-mail: info@advantagecasket.com

Phone: 1-800-CASKETT

We're committed to making your job easier — with dependable service, clear communication, and real value. Have another question you'd like us to cover next month? Let us know! info@ADDvantageCasket.com

The ADDvantage Casket Company: Empowering Funeral Homes with Compassion

The ADDvantage Casket Company proudly serves funeral homes in North Carolina, South Carolina, and Virginia. As one of the few funeral-director-owned casket and urn wholesale businesses in the greater Raleigh area, the company takes pride in its unique market position.

The ADDvantage Casket Company is a wholesale provider of burial caskets and cremation urns. It is dedicated to serving funeral homes, helping them create value and closure for the families they serve during their time of need. The company is committed to excellence and operates with a strong set of values initiated by the original founder and owner, Vickie Zimmerman.

ADDvantage Casket Co. (2025), 3209 Wellington Court, Suite 101, Raleigh, NC 27615, 1-800-CASKETT

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