

August 2025



## Wrapping Up Summer with News, Updates, and Special Features from ADDvantage Casket Company

As summer winds down, we're taking a moment to reconnect and share what's new at ADDvantage Casket Company. Over the next few emails, we're excited to introduce you to members of our dedicated team, starting with a message from our owner, Bill Forsberg, who shares his thoughts on the season and our ongoing commitment to supporting funeral professionals with care and reliability.

This month, we're also featuring our **Casket of the Month – The Williamston** – a customer favorite known for its craftsmanship and value.

Be sure to explore our **ADDvantage Casket Co. [online product catalog](#)**, where you can view our full selection, and don't forget to **take "ADD"vantage of our Online [Account Center](#)**. It's a quick and easy way for funeral directors to view product details, access pricing, and stay informed about all the products and services we offer.

Also, be on the lookout for our special ad in the newest **North Carolina Funeral Directors Association membership directory**.

We appreciate the opportunity to serve you and look forward to staying connected as we head into fall.

— The ADDvantage Casket Company Team

Register for access to pricing

"Money is only an issue when value is in doubt."

-Thomas Parmlee, Founder of Funeral Vision

"In any business, but especially the funeral profession, it is so very important to show the value of what is being purchased, as 80% of a death care arrangement is intangible.

...

It takes a great deal of product and service knowledge as well as self-confidence to master this funeral service concept of selling."

- Bill Forsberg, Owner of ADDvantage Casket Co. from his book "[Much Wants More](#)"

## Meet Jimmy Speas, ADDvantage Casket Co. Sales

With over 35 years of customer service experience in the airline industry, and now with ADDvantage Casket Co., **Jimmy Speas** has built his career supporting funeral homes with care, precision, and professionalism. Specializing in the secure and dignified transport of decedents, he is known for his attention to detail and empathetic approach during sensitive and challenging times.

For the past several years, Jimmy has been an integral part of the ADDvantage Casket Company sales team, continuing his commitment to serving funeral professionals with dedication and compassion.



## Q and A with Jimmy

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

*My favorite part of the job is getting a call from a customer or a potential customer ordering one of our caskets because they realize our products are some of the best in the industry.*

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

*Satisfies customer needs.*

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

I think families would be as surprised as our new (and current) customers are about how much time goes into preparing a casket for delivery.

Our delivery team ensures that once the casket is delivered, the decedent can be placed in the casket immediately. The funeral home does not need to polish or dust the outside, nor steam wrinkles out of fabric inside the casket, because all of this is done at our warehouse before the casket is delivered. It saves the funeral home time that can be spent on more immediate needs. This is a great selling tool for me!

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

My favorite snack is Great Value Bowlz with melted cheese, sour cream, Tony's Creole seasoning, and homemade tomato ketchup (Denise and I make the ketchup with a +150-year-old recipe of tomatoes, cowhorn peppers, yellow onions, salt, vinegar, and sugar.)

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## 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@addvantagetcasket.com](mailto:info@addvantagetcasket.com).
  6. Once approved, use your account to view product catalogs and pricing.
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## August Featured Product of the Month

# FEATURED PRODUCT OF THE MONTH THE WILLIAMSTON



- 18 Gauge-Steel
- Dark Brown with Copper Brushed Finish
- Almond Velvet Interior

THE  
**ADDVANTAGE**  
casket company

## The Williamston

The ADDvantage Casket Company is excited to introduce one of our newest offerings, [The Williamston](#), as the Featured Product of the Month for August 2025! The deep brown shell combined with a brushed copper finish imitates the look and feel of a casket made from precious metal. The almond velvet interior, accentuated with a fully tufted cap panel, completes the sophisticated appearance.

Call us at **1-800-CASKETT** to schedule delivery of this conservatively priced **“decedent ready”** 18-gauge steel unit for display in your funeral home casket selection room.

Email to Place an Order



ADDVANTAGE CASKET  
COMPANY DELIVERS  
ITS CASKETS -

“DECEDENT-READY.”

HAVING A CASKET DELIVERED AS “DECEDENT-READY” MEANS YOU CAN FOCUS ON YOUR CLIENTS.

Contact our sales team to  
learn more.  
1-800-CASKETT  
info@advantagecasket.com

THE  
ADDVANTAGE<sup>™</sup>  
casket company

For over a decade, The **ADDvantage Casket Company** has product-supported over 250 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** at [info@advantagecasket.com](mailto:info@advantagecasket.com) or 1-800-CASKETT.

Start a Conversation with Bill

THE  
**ADDVANTAGE**<sup>™</sup>  
company



Bill Forsberg

**The ADDvantage Casket Company: Empowering Funeral Homes with Compassion**

Since June 2010, The ADDvantage Casket Company has proudly served funeral homes in North Carolina, South Carolina, and Virginia. As one of the only funeral-director-owned casket and urn wholesale businesses in the greater Raleigh area, the company takes pride in its unique position in the market.

The ADDvantage Casket Company is a wholesale provider of burial caskets and cremation urns. It is dedicated to serving funeral homes to help create value and closure for the families they assist during a time of need. The company is committed to excellence and operates with a strong set of values. Given the highly emotional environment surrounding a death, the team at The ADDvantage Casket Company is sensitive to the unique needs of their clients and strives to demonstrate understanding and compassion at all times.

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

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