

The Changing Face of



Memorial companies offer a wide range of services, from advice on stone selection, individualised script, graphic designs and layouts right through to the erection of a stone and grave care. The memorial industry has evolved in many ways over the past few years.

Today, with the arrival of the Internet many families will often have their research done before contacting the memorial company. This change in Customer behav-



our has widened the spectrum in choices and offering.

The customer has a broad range of products from Limestone or other more colourful polished granites to choose from. Sizes, designs and styles can be catered for. This choice is important to the client as it can be a way of expressing the personality of a deceased loved one.

Traditionally, the memorial company will provide brochures or sample displays to help aid the client in the decision making process, however many clients find it helpful to visit the cemetery and identify previously erected headstones that they may admire as they can see the finished headstone in its environment. Also, online brochures are available through many memorial websites.

New Offerings

Individual bespoke headstone designs have become popular through the use of computer aided design.

With the use of digital photography memorial companies can now offer their services to immigrant families. By simply taking a digital photograph of their family stone here in Ireland the memorial company can liaise with person



abroad by email/post/phone and arrange inscriptions, new stone or grave care.

Etching an image on a stone is a very individual and touching way of personalising a stone. A huge variety of traditional and modern fonts and colours are available. Names, verses, logos or crest can be inscribed on any surface one wishes.

A ceramic photograph is a popular and beautiful accessory to compliment any stone. Sculpted figures on headstones are also increasing in popularity and can create an individual and notable addition to a headstone.

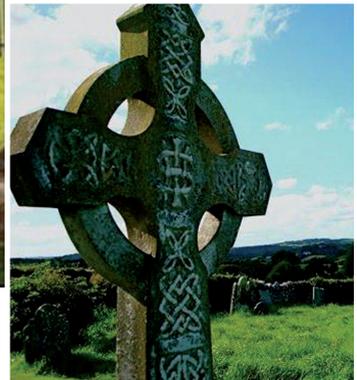
New products come to the market all the time, one particularly popular one at the moment is grass matting in place of chippings to give the grave a more natural maintenance free appearance.

Memorial companies can work with you to create the lasting memory you wish to cherish.



Choosing a Headstone

JOSEPH NOONE SPIRIT MEMORIALS,
Pennywell, Limerick



- Headstones
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- Cleaning



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