

# SOLACE IS DIGITISING THE FUNERAL INDUSTRY

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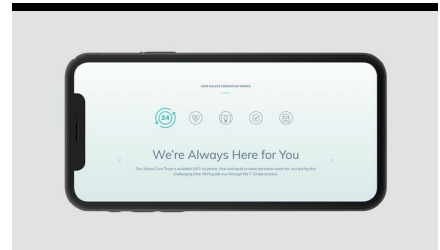
16 : 04 : 2019    Death : Wellness : Service



Solace, Portland



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Portland – The start-up is reinventing death care as a digital-only direct service that offers online cremation and funeral planning.

As a death care resource, **Solace** melds online convenience with concierge-style customer service, providing a simple and modern solution to consumers in Oregon and Washington. Customers pay a flat fee of £895 (\$1,175, €1,040), which includes 24-hour access to Solace's support team, assistance with paperwork, transportation of the deceased, cremation, return of remains and all necessary permits and fees.

With an increasing number of people choosing cremation services over funerals, Solace's online-only offering aims to appeal to digital-first consumers. 'Solace is born out of our own experience with the funeral industry, and the discovery that – unlike almost every other industry – it has not evolved to match market preferences for a modern, straightforward digital-based experience,' says Keith Crawford, the company's co-founder and CEO.

In **The New Death Market**, we explore how the death industry is changing. For more, keep an eye out for our updated death market, launching soon on LS:N.