



CARRIER MAUSOLEUMS  
CONSTRUCTION INC.



BUILDING LASTING COMMEMORATIVE SITES  
AND PARTNERSHIPS

2007

# *Designing* MEMORIES TO LAST



Saint-Rita Mausoleum

## *Bronze* DIVISION



Crypt Combo Vase &  
Lamp "Armonia"  
Sheaf with Five Roses



Angel



"Flame" Urns

Consult our on-line catalogue at  
[www.mausoleum-cmc.com](http://www.mausoleum-cmc.com)



"As a design and build company, **CMC** cannot be content with simply presenting unique products and ideas to our clientele; we endeavor to help our clientele in finding new ways to market these new products and ideas."

— Louis-Philippe Carrier, President  
Carrier Mausoleums Construction USA, Inc.

Today's consumers are more educated than ever; they have an unquenchable thirst for knowledge and with the many research tools now at their disposal, they know where to look for the information they need to make sound decisions. Why then, are today's consumers unaware of the full range of alternatives offered by our industry?

We need to work together to remedy this situation; we need to find ways to educate consumers about the benefits of the services and memorialization options available to them. As a design and build company, **CMC** cannot be content with simply presenting unique products and ideas to our clientele; we endeavor to help our clientele in finding new ways to market these new products and ideas. We believe that the process begins by educating our customers about the important role our services play in the lives of families today, and for generations to come.

In this **2007 Bulletin**, we highlight some emerging ideas and trends and outline our extended services in an effort to inform today's consumers. And to reaffirm the continuing significance of our industry.

Louis-Philippe Carrier, President  
Carrier Mausoleums Construction USA, Inc.

A **CMC** partner for more than 20 years now, Le Repos Saint-François d'Assise of Montreal recently inaugurated their latest mausoleum. Part of a new, larger plan that will eventually include 11 mausoleum-columbarium, the Saint-Rita Mausoleum is the 9<sup>th</sup> to be built within the walls of the cemetery. Designed by Architect Martin Frenette, the 3-storey, 33,800 square foot building incorporates 2,524 casket spaces as well as 1,968 niches.

Visitors step into a welcoming space bathed in the natural light that pours through magnificent windows. Throughout the complex there is an emphasis on the use of the finest materials; the exterior is finished in Regal Grey granite, the interior features white Carrara marble, and everywhere the eye looks, there are works of wondrous beauty. Stained glass windows commemorating Saint-Rita and depicting the Vine and the Cross were created by Mr. Tony Palmitano, master artist in glass. Over the central staircase, a magnificent painting by Madeleine Tailleux depicts the terrestrial and spiritual life of the Saint who devoted her life to the Passion of Christ on the cross.

Le Repos St-Francois d'Assise has always offered their customers distinctive mausoleum-columbarium and personal service. Now, they're proud to provide an additional innovative option: a new collection of fired bronze accessories whose quality and design is in keeping with the mausoleum's unique beauty.

The new "Armonia" collection was designed by the **CMC Bronze Division** exclusively for the Saint-Rita Mausoleum, and for the project's subsequent phases. It is a fine example of the relationships we foster with our industry partners when developing distinctive mausoleum, columbarium and commemoration accessories. We must actively listen and learn from not only our clients but the families they serve to better understand their needs when creating a wide range of innovative products.





# Back to NATURE



Westminster Cemetery



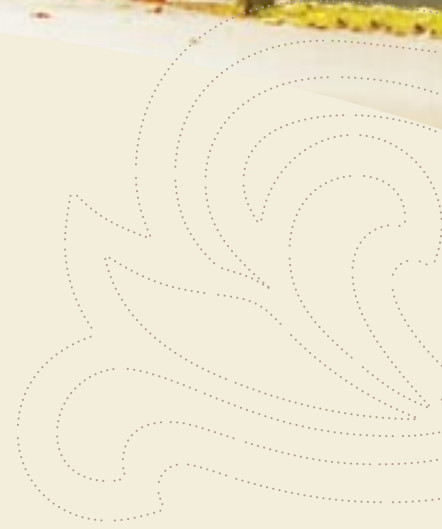
Crypt Vase "Pli"  
Pastoral Sheaf



Holy Family



Crypt Mini-lamp  
"Carthage"



*Bronze*  
DIVISION

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“it was a pleasure to work with **CMC** personnel. Their expertise, experience and collaborative approach made the design and construction of our new niche room pleasant and rewarding for us.”

– Frank Mills, President  
Park Lawn Company Ltd

**CMC** and its customers have realized another emerging trend that is beginning to have an impact on our industry – the desire to be more in touch with nature. In response, we are leading the way in developing new ideas, innovative products, and helpful customer services to satisfy this new trend.

For example, at Park Lawn Cemetery in the heart of Toronto, in collaboration with our client, we developed the idea of bringing the outside inside. We believe it is a powerful way to create the atmosphere families clearly cherish; here, they can memorialize their loved ones in comfort any time, any season. The result is an open-concept columbarium space with natural light featuring a domed ceiling with recessed lighting and an airbrushed-painted sky, handsome marble finishing in earth tones, slate border tile, lower niche walls with abundant plantings. Various niche sizes and price ranges are available so that families will be able to create the mood they want when visiting a loved one. Mr. Frank Mills, President of Park Lawn Company said: “it was a pleasure to work with **CMC** personnel. Their expertise, experience and collaborative approach made the design and construction of our new niche room pleasant and rewarding for us.”

Over the years, **CMC** has built an enviable reputation for the quality of its design and construction, the depth of its customer support, its enduring partnerships and its range of product options. Our goal is to offer each and every one of our clients with the ultimate in assistance, a goal we strive to meet every day, thanks to our team of proven professionals who work together to develop exciting new products and to find innovative, profitable solutions. One such solution is our exclusive line of cast bronze accessories; each is a unique work of art that has been created and hand-finished by a skilled

artisan. As a result, our clients are able to acquire an exclusive signature piece that is in keeping with the distinction of their mausoleum or columbarium. Consult our on-line catalogue at [www.mausoleum-cmc.com](http://www.mausoleum-cmc.com) or contact us to view a complete selection tailored to your needs.

When working with our customers to design cremation alternatives we always tend to work outside the conventional framework. We understand that today's consumers want value for their money which, when it comes to cremation, sometimes means going beyond even our newest inventory alternatives. It also means that we, as an industry, must educate the families we serve to see the bigger picture even as we create the feeling and experience they need and want.

At **CMC** we constantly try to understand where our industry is headed. For instance, we've helped design master plans for cremation garden settings that will be appreciated by today's families and by generations to come. This trend towards the natural tends to include certain key elements: beautiful plantings, water features, ease of access, and comfortable seating. When offering these options to customers, it is wise to provide several design alternatives and to include economy-of-scale pricing. Remember to start small and then expand. Let consumers know that they are not just buying a unique product – they are investing in an overall garden concept or experience.



Park Lawn Mausoleum



Duffin Meadows Cemetery



# *Professional and* EXCLUSIVE



Prince George Mausoleum



Niche Vase "Flight"  
Columbarium Rose



Setting Sun



Vine Branch

*Bronze*  
DIVISION



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"It really has been wonderful working with such a professional team as you have put together at CMC!"

— Bill Gall, Manager  
Parks and Solid Waste Services Division,  
City of Prince George

Early in 2006, CMC won the bid to build a new mausoleum for the city of Prince George with an ambitious completion date set at November 2006. Determined to respect the city's requirements, CMC expedited the project's construction, finishing on time and on budget. Such responsive service is a CMC hallmark.

As this was the first project of its kind in the region, the City's main criteria was to find a firm that would not only capture the unique characteristics they were looking for but to offer extended services such as after construction marketing and training.

The City's new mausoleum includes 100 casket spaces and 500 cremation spaces, as well as a large central corridor that can also serve as a committal and gathering area. CMC was committed to respecting the city of Prince George's wish that the project reflect the area's charm and character. So the structural beams and decking of the mausoleum roof for instance, have been constructed using Douglas fir. The building was also designed to include as much natural light as possible with large panoramic windows at both ends of the central corridor. The exterior is clad in red wood cedar of the highest quality and features handsome masonry work. The result is a uniquely beautiful mausoleum that is in keeping with Prince George's architecture; it is a stunning addition to the community that the residents can identify with and enjoy.

When CMC enters into a contractual agreement on any size project our service proposal starts from the very beginning. We consider our client the exact same way our clients consider the persons they deal with, every customer is unique in their needs. Considering the fact that the City of Prince George and their staff had no experience in any aspects of mausoleum and columbaria,

CMC took the initiative to extend its expertise and to guide them through the following process:

- ✦ Building materials & finishes selection to meet a forceful schedule and budgets.
- ✦ Creation of product mix / Establishment of price list to maximize marketability and return on investment.
- ✦ Training on entombment procedure / Casket-lift / Behavior to provide maximum value to the consumer.
- ✦ Introductory marketing campaign, training of municipal staff on product knowledge and sales, as a result, the city's new mausoleum got free publicity from exposure on local TV and newspaper.
- ✦ Within the first week of its on-schedule Grand Opening, this client recuperated over 1/3 of their initial investment. Worthy to mention also that the project cost came in approximately 8% under the budget !
- ✦ CMC continues to support the City in their endeavor by mean of marketing advice. Bill Gall, Manager, Parks and Solid Waste Services Division wrote: "It really has been wonderful working with such a professional team as you have put together at CMC!"

The CMC team wishes to thank Erik Lees & Associates, and all the City of Prince George staff for being great team players in the realization of this project!





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