

# Supply Line



FrontRunner offers video condolences.



FrontRunner Professional's new crowdfunding tool.-



Examples of New Memorial Direct's engraved jewelry.



One of Hekman's Jacob line of sofas, loveseats and chairs.

■ **FRONTRUNNER PROFESSIONAL**, Kingston, Ontario, **has a new crowdfunding tool, A Helping Hand, in partnership with GoFundMe.** It enables funeral professionals to offer families a channel for receiving support. "With the growing popularity of crowdfunding as a standard expression of sympathy, we felt that it was necessary to assess the crowdfunding options and create a solution tailored specifically to the funeral space and the needs of modern families," said Ashley Montroy, FrontRunner Professional's marketing director.

This release of this platform comes on the heels of FrontRunner announcing a strategic partnership with ObitTree, which launched in April and brought thousands of funeral homes across North America together to provide industry professionals, grieving families and the public at large a one-stop resource for funeral service information. Subsequently, A Helping Hand will be added as a feature of ObitTree.com.

**FrontRunner also has released video condolence technology.** Families can leave condolences in video format on a funeral home's website through the Book of Memories online memorial tribute pages via any computer, tablet or mobile device. [www.ahelpinghandfunding.com](http://www.ahelpinghandfunding.com) 1.866.748.3625; [www.FrontRunner360.com](http://www.FrontRunner360.com)

■ **NEW MEMORIALS DIRECT**, Gig Harbor, Washington **has added 3D engraving of images to its line of keepsake jewelry.** The most noticeable difference between these 3D engravings and standard image engravings is the way they are slightly raised like a relief, with an embossed look and feel. Options for the image to be engraved include personal handwriting, signatures, a fingerprint or handprint. Oval, heart and dog-tag styles are available, in sterling silver, 14k gold or platinum. The pieces can also hold cremated remains, if desired. 1.877.995.8767; [service@newmemorialsdirect.com](mailto:service@newmemorialsdirect.com); [www.newmemorialsdirect.com](http://www.newmemorialsdirect.com)

■ **HEKMAN CONTRACT FURNITURE**, High Point, North Carolina, **has introduced a new frame style, Jacob, with coordinating chair, loveseat and sofa versions available.** The items are designed for high-use businesses. They offer extra-firm cushions that make seating more comfortable for people with hip, knee and back issues. Fabric choices include solids, vinyl and bright Sunbrella fabrics. All are light-, stain- and

moisture-resistant. 1.866.763.0485; [www.hekmancontract.com](http://www.hekmancontract.com)

■ **BASS-MOLLETT PUBLISHERS**, Greenville, Illinois, **has released its latest full-line catalog.** The 416-page three-ring binder is divided into sections based on product and design. Product lines include personalized products, register books, service records, acknowledgement cards, bookmarks and laminates, prayer cards, crucifixes and crosses, service items and cremation products. The catalog includes an index, general information, staff information and a section dedicated to Bass-Mollett's new Director's Print Suite designer software. Print copies are available from company sales representatives; digital copies can be accessed on the website. 1.800.851.4046 [www.bass-mollett.com](http://www.bass-mollett.com)



Taddeo

■ **CHURCH & CHAPEL METAL ARTS**, Chicago, Illinois, **has added Nick Taddeo to its staff.** He recently graduated from Bradley University with a bachelor's degree in marketing and a minor in management information systems.

A fourth generation of the family in the company founded by Pietro Raddeo in 1933, he joins his father, Vice President Frank Taddeo, President Charles Taddeo Sr., Charles Taddeo Jr. and Vince Taddeo. 1.800.992.1234; [info@church-chapel.com](mailto:info@church-chapel.com); [www.church-chapel.com](http://www.church-chapel.com)

■ **MKJ MARKETING**, Largo, Florida, **has announced an affiliation with TUKIOS**, Layton, Utah. MKJ creates custom websites for funeral homes that market the individual funeral home and feature a state-of-the-art obituary platform with online condolences, a life event timeline and live webcasting. Tukios produces tribute videos, and the partnership allows funeral homes to share and sell videos from their own obituaries. Companies with an MKJ website can add Tukios video tributes to their obituaries by going to [mkjmarketing.com/tukios-integration](http://mkjmarketing.com/tukios-integration). [info@mkjmarketing.com](mailto:info@mkjmarketing.com); 1.888.655.1566; [www.mkjmarketing.com](http://www.mkjmarketing.com); [www.tukios.com](http://www.tukios.com)

■ **AMPLIVOX**, Northbrook, Illinois, **has introduced a new microphone receiver system.** The system manages up to four channels and can be taken anywhere. It offers a range of 300 feet. [www.ampli.com](http://www.ampli.com)