

Golden Leaves adds to growing list of International Recognition

Adherence to the highest standards leaves competitors out in the cold.

Golden Leaves turns up the heat on competitors in the Costa Blanca, Costa Del Sol and Majorca and the Algarve.

London, UK. December 2005.

Golden Leaves, the first company of its kind to provide funeral plans to the Expatriate Community in Spain, Portugal and Cyprus, has been officially recognised by the Ministry of Economics in Spain and has been granted permission to provide its excellent services to expatriates throughout Spain. The decision adds to Golden Leaves' established international reputation for adhering to the highest ethical and professional standards.

Golden Leaves has always sought to provide the highest levels of service, both in the UK and overseas. This commitment is more than clearly demonstrated by the company's status as a founder member of the National Association for Pre-paid Funeral Plans (NAPFP) and the Funeral Planning Association (FPA). This commitment to excellence has always been a core value within Golden Leaves' parent company, Rowland Brothers International, which is why it has been trusted by governments and emergency services alike to sensitively and professionally handle funeral and repatriation services in the case of natural disasters and other tragedies.

Steve Rowland is Managing Director of Golden Leaves and has over 35 years experience in providing professional funeral services. He has personally been involved with the establishment of the NAPFP and the FPA in the UK and understands exactly why the highest standards are the only acceptable standards.

"At Golden Leaves we aim to provide you and your dependents with the finest service available we are not a marketing company looking to only sell you a plan, we also take great pride in the caring service we provide when it is ultimately required. We are first and foremost funeral directors and it is only when a company fully understands all the variables associated with a funeral that it can truly deliver the highest levels of service with the dignity that is deserved. This is why Golden Leaves continually seeks to adhere to, and exceed at all times, any local or national guidelines."

Golden Leaves has extended this commitment to excellence into the sales process itself, an increasingly important factor as the costs and complexity of making sensitive and appropriate funeral arrangements become more widely known.

Rowland explains. "The NAPFP and FPA in the UK lay down strict guidelines concerning the manner in which Funeral Service Plans can be sold. Specifically they prohibit the practice of cold-calling on what can be a very emotive and sensitive subject. At Golden Leaves, we have voluntarily decided to implement these standards into our Expatriate operation and work exclusively on a consultative basis. The positive feedback we have had from our customers about this is backed up by our continued growth within our Expatriate market."

Ends.



For advice call 0800 85 44 48 or from overseas call +44 20 8684 3464