

# *Elegante* BRASS COMPANY

**FOR IMMEDIATE RELEASE**

**NEWS RELEASE**

Contact: Jeanna Haag  
Bass-Mollett Publishers  
800-851-4046  
Jeanna.haag@bass-mollett.com

***Elegante' Partners with Lenox for Exclusive Urn Designs***  
*New Genuine Lenox Porcelain Urn Features Swirl Design*

**May 4, 2018** -- Elegante' Brass Company, a leading cremation urn importer and distributor in the United States, announced today the launch of a new porcelain urn. Partnering with Lenox, a market leader in quality collectibles, Elegante' is set to release this exclusive genuine Lenox urn in May. Pre-orders are already underway. Reserve yours today to ensure a copy.

**"To me, it's a Business 101 equation.** Offer a product with a reputable branded association + beauty of design + a great price point = Easy Sale + Satisfied Purchaser", explained Saul Goldstein, consultant at Elegante'.

"Our new Lenox urn is the most exciting item to hit the funeral industry in years," said Robert DeLauro, Vice President of Elegante'. "It is a classy urn and very affordably priced. Lenox has been a trusted name for decades and I'm super excited to be the exclusive distributor for such a well-known company's introduction into the funeral industry."

This handcrafted fine porcelain urn features a unique and artistic scroll pattern made of fine china with a 24-karat gold trim ring. The urn holds 205 cubic inches of cremains and stands approximately ten inches tall.

# *Elegante* BRASS COMPANY



## **About Elegante' Brass Company**

Elegante' began distributing quality affordable cremation urns in 2001, but the company dates back to the 1960's. Elegante' designs and introduces innovative cremation urn styles that has lead the company to become a major urn supplier in the funeral industry. All Elegante' products can be purchased through any of their 100+ distributors throughout the world. The company prides itself on quality, design, and customer satisfaction. In 2016, Elegante' was acquired by Bass-Mollett Publishers, a family owned and operated company in the funeral industry since 1951.

*Connect with us:*



*Postal Address: 4100 First Avenue, Brooklyn NY 11232*

*Ph: 800-252-7277 | Fax: 800-979-8990*

*[www.elegantebrass.com](http://www.elegantebrass.com)*