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NEWS RELEASE

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Bass-Mollett Publishers Releases New Integration with Passare

October 12, 2018, Bass-Mollett Publishers is pleased to announce a new direct integration with Passare for the Director's Print Suite software. Director's Print Suite provides funeral homes with powerful memorial personalization solutions for their families. Customers currently using the Bass-Mollett legacy memorial printing program will be able to continue using Passare to retrieve optimized export files.

"We are pleased to be partnering with Passare to help funeral directors better serve their families. Without this API Linking our two systems, funeral directors and other users would need to input their case information in two places – first into their Passare system and then again into Director's Print Suite. Now there is a seamless integration that only requires entering the information once into Passare and then being able to create incredible personalization for their families within Director's Print Suite," said Bass-Mollett CEO John Flowers.

Bass-Mollett launched its Director's Print Suite program in 2016 to help funeral director's better serve their families. "Nearing its second birthday, Director's Print suite offers three printing styles providing funeral directors infinite customization, paper inventory reduction, and the capabilities to incorporate floral arrangements and cards within the FloralPix app," added Bass-Mollett Vice President Tadd Flowers.

Director's Print Suite is the only software in the industry to offer three different printing solutions including the Standard Pre-Printed *Reflections of Life*, the Print-On-Demand *Precious Memories Designer* which offers endless customization, and the Premium Pre-Printed Stationery *Lifetime Expressions*. New updates to the software continue to be incorporated to bring customers the latest innovations in personalized memorial tributes.

To request a free demonstration of Director's Print Suite, call 1 (800) 851-4046 or to sign up visit www.directorsprintsuite.com. For more information about Passare's cloud-based case management system, please visit www.passare.com.

About Bass-Mollett Publishers

From generation to generation the Bass-Mollett family has carried on a tradition of quality service to the funeral industry. From its conception in 1951, the company's main goal has been to meet the special needs of funeral directors. Bass-Mollett understands those needs, as its founders were funeral directors. The company has grown and progressed over the years, but it is still owned and operated by members of the founding family. These family members, and the entire team in Greenville, always strive to make Bass-Mollett a company that exceeds the expectations of their funeral directors.