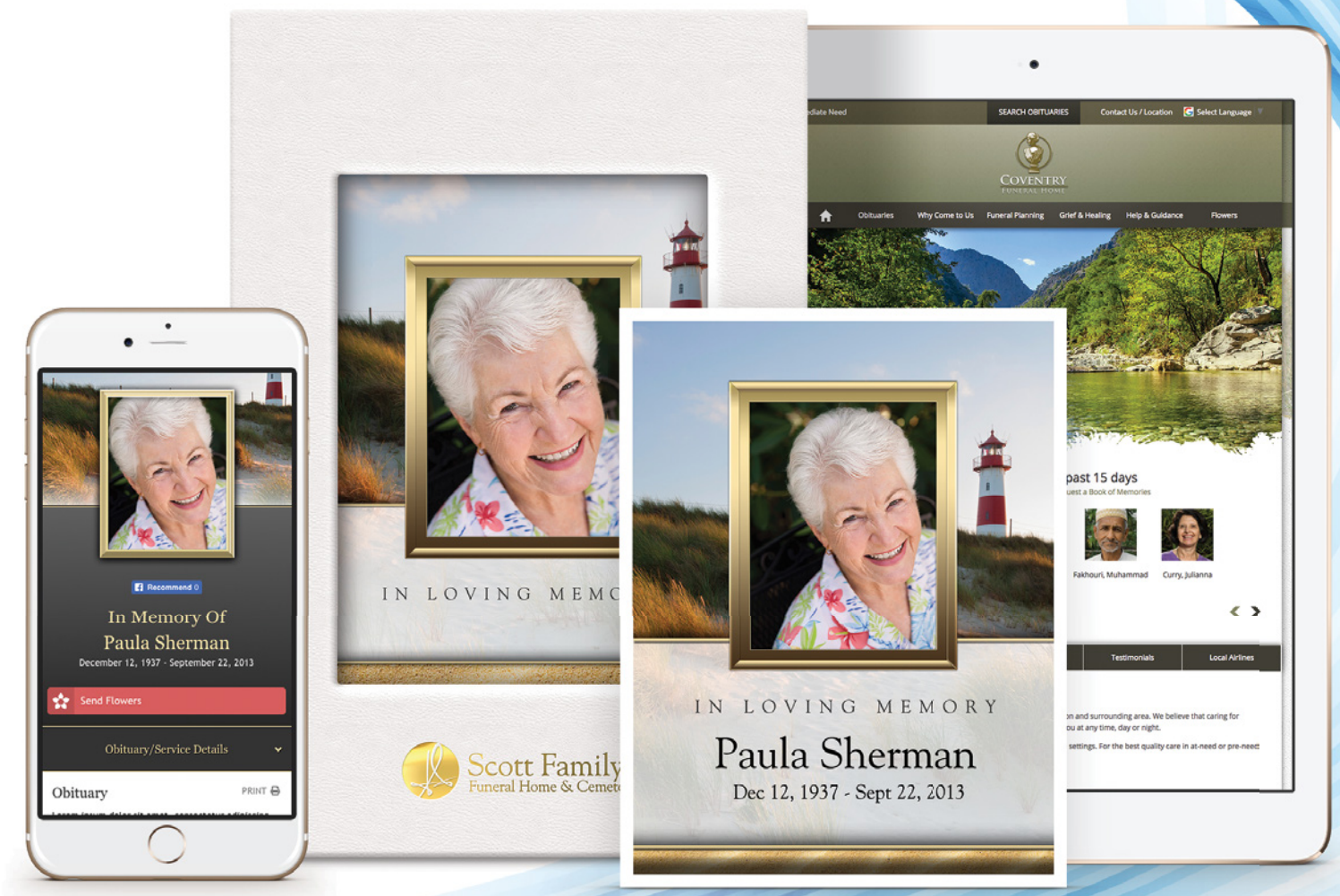


Pierce Technology & Stationery Solutions

PIERCE

The Wilbert Group

Powered by FrontRunner Professional

The partnership between FrontRunner Professional, one of the industry's most innovative technology providers, and Pierce, a leading provider of funeral home products, was created to offer funeral homes technology and stationery solutions. With funeral homes facing increasing pressure to improve their technology and adapt to changing consumer needs, a competitive edge has become increasingly difficult to find. By uniting two leading businesses, firms will now have new and improved offerings that are designed to attract new families and better serve their communities.

Choose The Package That Suits Your Needs

Every funeral home is unique because every community is unique. To offer the highest standard of care to their service area, every firm requires unique technology solutions that meet their needs and helps them, in turn, meet the needs of families. The partnership between FrontRunner Professional and Pierce allows funeral homes around North America to choose their own solution, selecting from a variety of options ranging from the scalable FrontRunner Lite system to the award-winning Pulse Business System. For funeral homes that require more, there is also an option to lock down exclusive territory and have access to enhanced products and marketing services.

FrontRunner Lite	for firms wanting a powerful, no-charge solution that will help them do more
Pulse Websystem	for firms wanting more control over their website and online presence with endless personalization options
Pulse Business System	for firms wanting to add an award-winning all-in-one management system for a complete business solution

STANDARD WEBSITE · STATIONERY · DVD

FrontRunner Lite

Introducing FrontRunner Lite, a comprehensive solution that is adaptable to the needs of any firm, regardless of size or the degree to which they use technology to attract, engage with or serve families. With a FrontRunner Lite system, everything is connected and the possibilities are truly endless. This no charge system is a great choice for any funeral business searching for an affordable and scalable technology solution.

CUSTOM WEBSITE · STATIONERY · DVD · MARKETING

Pulse Websystem

The Pulse Websystem has been developed to meet the expectations of today's digital age. Our latest funeral home website solution is completely mobile-friendly, "multi-functional" and brings search engine optimization to a new level. It generates leads from the online pre-arrangement system; offers effortless built-in revenue generators; provides invaluable information to families about your firm and funeral options; provides grief support and uses tools to bring them back days, months and years after the service.

CUSTOM WEBSITE · FORMS · MANAGEMENT · STATIONERY · DVD · MARKETING

PULSE™
BUSINESS SYSTEM

Pulse Business System

With its single-entry logic, the Pulse Business System captures all of your data in one central affordable piece of software and distributes it to instantly populate your website, paperwork and produce stationery and DVD tributes in seconds. This software saves your funeral home time and money while significantly reducing errors. Pulse then works in tandem with that data as it interacts with staff, family, and expanded markets to provide your firm with the business decision tools to dramatically increase your internal efficiencies and business growth.

Websites

It has never been more important to have an informative, engaging and helpful website that is also highly visible and easy for families to find in search engines. When it comes time to search for a funeral home, families are looking for the best option, no longer just the firm down the street. In order to compete in this digital landscape, firms have to differentiate themselves by offering features like online tribute pages, the ability to purchase flowers directly from the website and grief resources. A funeral home website without these family focused features will be less appealing to families and will ultimately fall behind. Through the partnership between Pierce and FrontRunner Professional, funeral homes will be able to choose a website solution that not only meets their needs, but the needs of the families they serve.

Mobile-Friendly Funeral Home Websites that are Truly Responsive

Responsive technology, available with FrontRunner Lite, the Pulse Websystem and the Pulse Business System, automatically reconfigures your website to look perfect on any device—smartphones, tablets, laptops, and full-screen computer monitors. How important is this for your website? Since more than one-quarter of web traffic comes from mobile devices it's time for all funeral homes to have a device-friendly website. Below are some of the other features that help firms to improve their online presence:

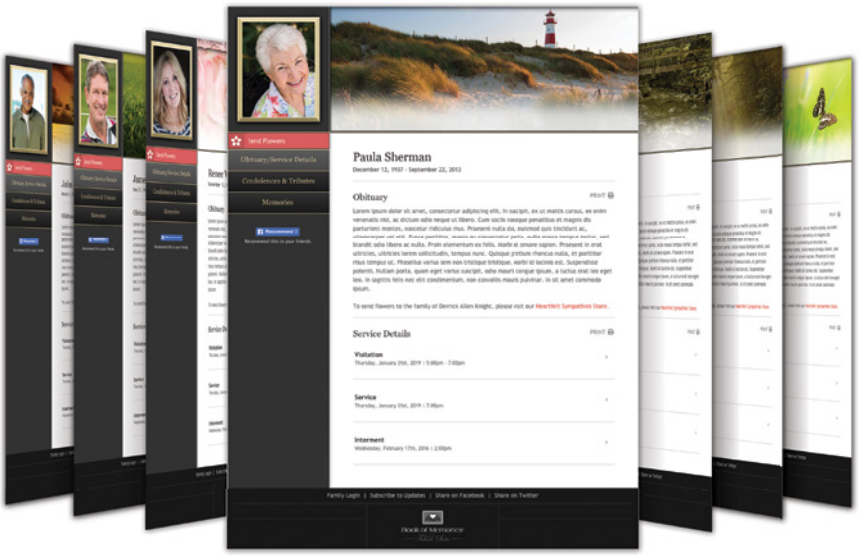
- ✓ Easy website editing
- ✓ Auto-post obituaries
- ✓ Book of Memories™ tribute websites
- ✓ Advanced SEO tools
- ✓ Earn commission from online flower sales
- ✓ Social media integration

Offer Your Families the Finest in Online Memorials

Create meaningful and beautiful ways to pay tribute to a family's loved one with the Book of Memories™. Our unique tribute options include memorial tribute websites complete with revenue-generating features, an integrated video tribute generator and webcasting functionality. With a growing collection of special interest themes, we make it easy for funeral homes to offer a complete line of matching memorialization products, in-house and in minutes.

Visitors to an online memorial tribute website can:

- ✓ Read the obituary
- ✓ Get service details
- ✓ Leave a condolence message
- ✓ Order flowers
- ✓ Make a donation
- ✓ Plant a memorial tree
- ✓ Upload and view shared photos



Standard Line Stationery

The Standard Line Stationery is suited to a funeral home that has stationery needs that require minimal customization, or simply require a basic book with traditional content. For firms looking to provide families with a simple stationery offering, the Standard Line is the right choice.

Gold Plain Coverlex

Burgundy Plain Coverlex

White Textured Coverlex

Blue/Navy Plain Coverlex

Ribbon Burgundy Leather

Green Coverlex

BASED OFF TOP SELLERS There are 6 standard books available that are comprised of the most popular themes chosen by funeral homes across North America.

PRE-PRINTED INTERIORS Each book comes with standard pre-printed interiors, with blank interiors available upon request.

SERVICE RECORDS AND ACKNOWLEDGMENT CARDS This line also includes coordinating cards and service records.

Standard Line Pre-Printed Pieces

Available with the Standard Line is pre-printed prayer cards, service records, bookmarks and acknowledgment cards with the additional option to order a box set. See more about the options below.

Service Record
Ribbon

Bookmark
Praying Hands

Prayer Card
Praying Hands

Acknowledgment Cards

The Family Of
Praying Hands
Long Stem Rose
Your Kind Expression
Gratefully Acknowledge

Standard Line Box Sets

Box sets are available for all register books in the Standard Line. Each box set includes: 1 Standard register book, 2 shared memories pages, 1 food book, 50 Royal Series acknowledgment cards and envelopes, 100 service records, 1 gold floral card envelope, 1 angel pin & card and 1 praying hands bookmark in pouch

LARGER BOOKS

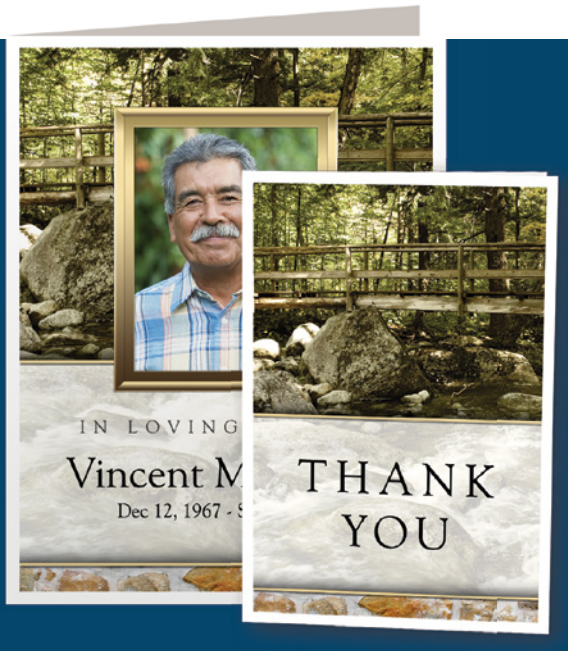
Customize with your logo*

Window Book Line Stationery

The Window Book Line makes it possible to match your register books and other stationery pieces with the Book of Memories online memorial tribute page. The stationery designer tool provides a step-by-step interface to choose from a number of designs and pieces. The data automatically populates all stationery pieces using FrontRunner's powerful one-write logic. Need more stationery printed after the service? No problem. It's as easy as one-two-print.

White Window Book

Black Window Book



PERSONALIZED WINDOW The Window Book Line is similar to the Premium Line with the exception of a uniquely sized 5x7 window which can accommodate an insert on the front cover. Each of these inserts can be personalized with a photo of the deceased.

BLANK INTERIORS For this line, funeral homes only need to purchase blank paper to print on, which reduces the burden of having multiple themes worth of books and cards taking up valuable inventory space.

PRINT ON DEMAND Each Window Book is easily customizable with a library of pre-built themes to choose from including matching cards and folders.

** minimum order of 25 books plus a one time die charge*

LARGER BOOKS

Premium Line Stationery

Pierce Exclusive

The Premium Line Stationery utilizes a variety of different textures and designs to truly stand out to the families you serve when they are making a decision for their funeral stationery needs. Suited for increased customization, this line will allow your firm to offer a completely personalized stationery experience for any service.

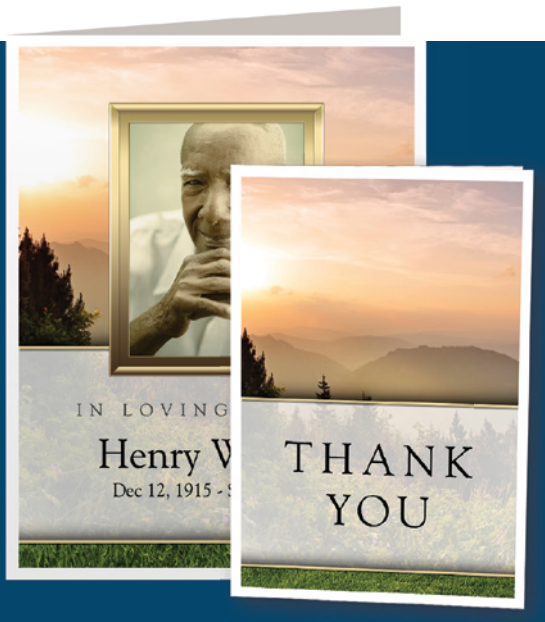
Black-Silver Stripe

Grey/Gold Tile

Gold Lattice

White/Ivory Tile

Silver Scales



UNIQUE MATERIALS The Premium Line is meant to stand out from other stationery offerings, with unique cover materials and fully customizable interiors.

LARGER SIZE Unlike more basic stationery, this line includes larger books with more room for families to place the photos, poems, prayers and other content that help them capture the life lived by the deceased in any way they choose.

PRINT ON DEMAND Service records, acknowledgment cards, prayer cards, tri-folds and bookmarks can be printed in-house, on-demand using any theme from the theme library.

Print On Demand Blank Stock

Print On Demand Blank Stock offers families an added level of personalization, with over 30 popular themes to choose from. Print On Demand Blank Stock can be ordered for the stationery items below.

Available Blank Stock			
Bookmarks	1000 (250 sheets)	**Boxes**	40 Pack
Prayer Cards	1000 (125 sheets)	**DVD Cover Page**	50 Pack
Service Records	1000 (500 sheets)	**Laminating Pouch**	100 Pack
Acknowledgment Cards	1000 (500 sheets)	**Tri Folds**	500 Pack
Envelopes	1000 (40 Packs of 25)	**Church Bulletins**	500 Pack
Window Insert	50 Pack	**Pages for Large Book**	100 Pages Per Pack

Premium & Window Book Box Sets

Premium and Window Book Box Sets are available for all book covers. Funeral homes can get any of the 5 premium books in a box set with the same option available for window books.

Available Box Sets	
Premium Box Sets	Each Box Set Includes: Large format embossed book, 50 blank acknowledgment cards and envelopes, 100 blank service folders, floral card envelope and glama sheet
Window Book Box Sets	Each Box Set Includes: Book, foil stamp on cover, photo insert, 50 blank acknowledgment cards and envelopes, 100 blank service folders, floral card envelope and glama sheet

Stationery Print Engine Software

Never stock a closet with pre-printed stationery again or waste time filling in multiple Microsoft Word documents to meet your stationery needs. With the Pierce Print Engine your firm can provide stationery and tribute videos that match the online memorial website, effortlessly enriching a funeral or memorial service and honoring the deceased. Print what you need, when you need it, in-house in minutes. With the famous one-write logic, details from the record automatically populate all stationery items and printing is just a click away.

Quickly print DVD cases and labels, window book inserts, prayer cards, tri-folds, service records, acknowledgment cards, bookmarks and church bulletins.

PREMIUM & WINDOW BOOK LINE

Print On Demand Themes

Angel Theme

Baseball Theme

Basketball Theme

Beach Theme

Butterfly Theme

Child Theme

Christian Theme

Creek Theme

Farming Theme

Fishing Theme

Football Theme

Forest Theme

Garden Theme

Gift of Life Theme

Golf Theme

Hunting Theme

A growing library of themes available

Jewish Theme

Lighthouse Theme

Majestic Garden Theme

Motorcycle Theme

Mountain Range Theme

Pride Theme

Road Less Travelled Theme

Roses Theme

Sunset Rose Theme

Tropical Paradise Theme

Veterans CA Theme

Veterans US Theme

Wheatfield Theme

Wildflowers Theme

All stationery themes have a matching Book of Memories Memorial Tribute Website and Tribute Video

Do More With FrontRunner

Advanced Websites:
FrontRunner's latest website technology features a do-it-yourself (DIY) website platform that makes it easy to edit content, images and videos, plus gives families more online tools.

Social Media Marketing:
FrontRunnerSocial builds your entire social media strategy from scratch, executes it for results and manages comments and questions. We take care of everything so you don't have to.

Tribute Videos:
Match video tributes to the chosen memorial and stationery theme with a simple 4-step creator using photos uploaded to the Book of Memories or your own.

Search Engine Marketing:
FrontRunnerSEO positions your firm front and center in search engines. As a Google Certified Partner, we stay on top of the latest algorithms and make sure your website is found.

Management Software:
Print forms and paperwork with one click, generate contracts and integrate with accounting software without ever having to enter the same information twice.

Print Advertising:
With years of agency experience, FrontRunner's design team will ensure your brand's online image matches your leave-behind print materials and advertising pieces.

Arrangement Tools:
Arrange with families anywhere, on any device with FrontRunner's mobile arrangement tool and family collaboration center. Families can even start the paperwork or make arrangements from the comfort of their own home.

Exclusive Client Program:
Be the FrontRunner in your community. As an exclusive client, FrontRunner technology, marketing services and growth strategies come together as one integrated and orchestrated plan that's exclusive to you.

Compare Business Systems

	FrontRunner Lite	Pulse Websystem	Pulse Business System
Website Features			
Website Design	Template	Custom Design	Custom Design
Editor Controls	Standard	Advanced	Advanced
Online Pre-Arrangement	Form	Widget	Widget
Aftercare Email Program	•	•	•
Integrated Pierce Stationery	•	•	•
Funeral Pay Online Payments	•	•	•
Insurance Assignment Program	•	•	•
Online Flower Sales	Direct to Florist or Wire Service	Direct to Florist or Wire Service	Direct to Florist or Wire Service
Flower Commission	15%	15%	15%
Unlimited DVD Tribute Videos	•	•	•
Marketing Center Ad Library		•	•
Mobile System Manager		•	•
Product Display Kiosk Module		•	•
Themes			
Online Memorial Themes	30	100+	100+
Stationery Themes	30	100+	100+
Tribute Video Themes	30	100+	100+
Funeral Management			
Arrangement Tools			•
Advanced Reporting			•
Contract Generator			•
Payment Tracking			•
Inventory Control			•
Pre-need Management			•
Task Management			•

For more information visit
piercechemical.com/technology

(800) 527-6419 | PIERCE@PIERCECHEMICAL.COM
PIERCECHEMICAL.COM/TECHNOLOGY

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