



PRESS RELEASE
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FOR IMMEDIATE RELEASE

WILBERT DISPLAY ANIMATION IS FINALIST FOR NFDA INNOVATION AWARD

BROADVIEW, IL, July 23, 2012 – The Wilbert Display Animation™ interactive monitor for selection rooms has been named a finalist for the National Funeral Directors Association (NFDA) 2012 Innovation Award. Online voting is now open to the industry on the NFDA’s website at www.nfdabizexchange.org.

Wilbert Display Animation is an interactive tool to help Funeral Professionals educate families on burial vaults in the selection room. Moving images and information are projected in silent mode, addressing common questions families have regarding burial vaults. At any time, the family or the Funeral Professional can activate videos for more comprehensive learning. Even in silent mode, Wilbert Display Animation creates visual attraction in the selection room, capturing the family’s interest and guiding them towards educated decisions.

The NFDA Innovation Award promotes creativity, innovation and excellence among funeral service suppliers. A panel of funeral directors selects five finalists and the funeral service community then can review those entries and vote for the product or service they feel is the most innovative. These votes combined with the judges' scores determine the winner, which will be announced October 7, 2012 Opening General Session of the NFDA International Convention & Expo in Charlotte, NC.

“We are proud that Wilbert Display Animation was recognized as a finalist and hope to now earn the votes of the funeral service community,” said Mark Klingenberger, VP Sales & Marketing at Wilbert Funeral Services, Inc. “However, we are also proud to be part of this vendor community which works hard to develop innovative solutions to help Funeral Professionals better serve the families.”

To learn more about the Wilbert Display Animation, contact any Wilbert licensee or call 1-800-323-7188. To vote for the NFDA Innovation Award, go to www.nfdabizexchange.org.

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