

Batesville Takes Funeral Industry Digital to Honor Black History Month

Written by Australian Business

Batesville Honors American-American Funeral Service A Celebration of Black History Month Powered by Taylor Insight

We salute African-American entrepreneurs and their teams of caregivers who br...

([PRLEAP.COM](https://www.prleap.com)) Batesville, the leader in the North American death care industry, has partnered with Taylor Insight Worldwide, LLC, a New York-based leadership development and management consulting firm, to create and deliver career and business-oriented digital content for funeral directors and professionals in celebration of Black History Month.

Throughout the month of February, Batesville will be sharing information through a dedicated website, [BatesvilleHonors.com](https://www.batesvillehonors.com), to help funeral professionals achieve business goals and manage their businesses more effectively. The website will include free blog posts, video segments and downloadable tutorials developed by author and entrepreneur André Taylor. Funeral professionals are encouraged to register at www.batesvillehonors.com and check back often for updates.

"There is no better time than Black History Month to reinforce Batesville's respect and appreciation for African-American heritage," says Troy Turner, Chief Marketing Officer. "We have longstanding relationships with many African-American funeral professionals and this is a meaningful way of giving back during this important celebration."

For more than a century, Batesville has been dedicated to its mission of providing products and solutions to support families in remembering and honoring the lives of those they love. Funeral professionals depend on Batesville to deliver honest and insightful information that helps them be more effective in serving families and helping those families make informed choices; products and services that families value; today's technology solutions tailored for the funeral industry; and proven systems to make the most of each end-of-life experience, enhancing family satisfaction and improving business performance.

Batesville, a wholly owned subsidiary of Hillenbrand, Inc. (NYSE:HI), is the leader in the North American death care industry. The company's history of manufacturing excellence, product innovation, superior customer service and reliable delivery helped it become — and remain — a market leader. Today, Batesville offers the company. Batesville offers the most comprehensive portfolio of quality burial and cremation products, memorial tributes, innovative technologies, and profit-enhancing business solutions.

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Taylor Insight Worldwide is a New York-based leadership development and management consulting firm, with an emphasis on original media. The company serves entrepreneurs and entrepreneurial companies with an array of training tools, events, consulting, and coaching services, anchored by original content. The company was founded and is led by author, entrepreneur and media personality, André Taylor. More at www.andretaylor.com.

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ABOUT BATESVILLE Batesville, a wholly owned subsidiary of Hillenbrand, Inc. (NYSE:HI), is the leader in the North American death care industry. For more than 125 years, Batesville has been dedicated to helping families honor the lives of those they love®. Our history of manufacturing excellence, product innovation, superior customer service and reliable delivery helped us become – and remain – a market leader. Today, Batesville offers the most comprehensive portfolio of quality burial and cremation products, memorial tributes, innovative technologies, and profit-enhancing business solutions. For more information, please visit www.batesville.com.

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