

## **Cryomation deal with Yarden brings true environment-friendly funerals a step closer**

### **British cryogenics start-up firm set to make international breakthrough**

**London - 24 June 2010** - British start-up, Cryomation Limited, ([www.cryomation.co.uk](http://www.cryomation.co.uk)) has signed a joint initiative agreement with leading Netherlands funeral service group, Yarden BV, ([www.yarden.nl](http://www.yarden.nl)) that brings an innovative cryogenics-based alternative to traditional cremations a step closer to commercial reality.

Yarden operates 41 funeral centres and 22 crematoria, carrying out over 25,000 cremations a year, and also has 1 million policyholder customers, making it the largest such firm in the Netherlands.

Peter van Wageningen, chief executive of Yarden, says: "My company wants to conduct a detailed review of the new process developed by Cryomation, with the aim of offering environmentally-friendly alternatives to people who would prefer not to be buried and who feel uncomfortable with the idea of cremation."

Cryomation, based in Woodbridge, Suffolk, has developed an award-winning alternative process to cremation that involves freezing the body using liquid nitrogen at -196 °C until brittle, before returning the remains as a completely safe, sterile powder. Compared to traditional cremations, the fully automated Cryomation process reduces the CO<sub>2</sub> footprint by up to 80% and eliminates poisonous mercury emissions altogether. The company has completed research, development and prototyping, and is now seeking its next round of funding to go into full production.

In the near future, it is hoped that families will be able to have their 'Cryomated' remains either buried, sustainably returning remains into the soil within 6-12 months, or choose an accelerated composting option - after which the remains are returned to the family in an urn for scattering or growing purposes - efficiently completing the ecological cycle of life.

"This is very positive news for the Cryomation team and its research partners Hosokawa Micron BV, Air Products plc and the University of Hertfordshire," says Cryomation business development director, Richard Maclean. "Working with Yarden will help us accelerate the commercial deployment of Cryomation and gain specialist industry support in key areas such as social acceptance, market positioning and legislative approval for the Dutch market. We aim to replicate this and introduce the Cryomation process across multiple international markets, including Britain, in the future."

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## About Cryomation

### CRYOMATION ®

Developed over four years in partnership with the Micro-Biology & Life Science Department at the University of Hertfordshire, and the Research & Development teams at both Hosokawa Micron and Air Products, Cryomation has been designed as an alternative to complement the traditional cremation and burial options that exist within the worldwide funeral industry today. Cryomation has patents filed and applied for on key steps within the process that ensure that the final powder is sterile and 100% free of all bacteria and viruses. An accelerated composting process further reduces the remains so that what is returned can itself generate and sustain life.

Cryomation recently won the regional **2010 Shell Springboard Climate Change in Business Award** ([www.shellspringboard.org/winning-ideas/winning-ideas-2010/41](http://www.shellspringboard.org/winning-ideas/winning-ideas-2010/41)) and was the subject of a three month independent environmental review on behalf of **The Carbon Trust** resulting in positive confirmation of its claims.

