

## Advertising feature

# Dignified send-off for Endal

**A**llen Parton, owner of world famous assistance dog Endal, chose to use Dignity Pet Crematorium's services when the time came to say goodbye to his four-legged pal in March 2009. Endal won countless awards and was voted Dog of the Millennium for his devotion to wheelchair-bound Allen, who was seriously injured while serving in the Gulf War.

Allen explains: "I chose Dignity after finding their details on the Internet one day. I took Endal to Dignity myself and the way we were both looked after brought me great comfort. We had always been together as a partnership and by having Endal's ashes back the same day meant our partnership remained unbroken. He was treated gently and with the same standard of care I would expect for any member of the family. I am so glad that I chose Dignity to look after Endal as they gave him such a fitting end, and helped me through one of the hardest days of

my life. I would not hesitate to recommend their service to other pet-lovers."

### BUILDING A REPUTATION

Over the years Dignity has built up a reputation as one of the best pet crematoriums in the country through its honest, caring and personal service. In 2008 it was runner-up in the Cemetery of the Year competition with the judge commenting: "Everything from the personal contact with the pet owners to the final internment is carried out with the utmost care and consideration."

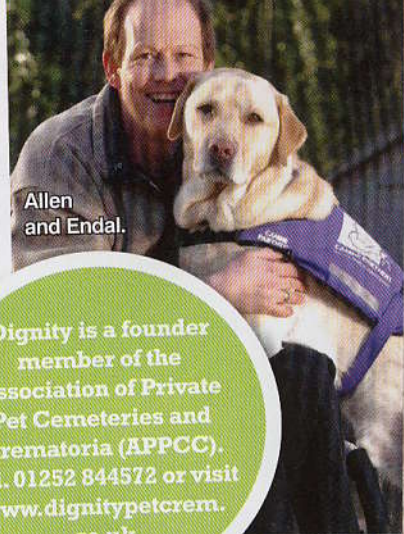
Dignity, run by three generations of the Spurgeon family, specialises in genuine individual cremations and does not carry or dispose of clinical waste or offer mass cremations. Owners can bring their pet to Dignity themselves or have them collected the same day in a discreet pet hearse.

### WHAT'S RIGHT FOR YOU

Kevin Spurgeon, one of the family team that runs Dignity,

says: "Many vets refer clients wanting an individual cremation to the company that deals with their waste disposal. Often they do not provide the kind of service bereaved pet owners desire for their loved ones.

"None of us wants to think about losing our pet, however if you do not research who you would like to care for your pet, you could be left with your vet choosing a pet crematorium whose ideas of handling and cremating pets is very different to what you envisage. My advice to pet owners is to plan ahead and make enquiries with the crematorium themselves. Ask how the individual cremation will be performed as many companies use the term 'individual' to describe a numbered tray or communal cremation. This is not what many owners expect and why we make clear that, at Dignity, we only cremate one pet at a time; on their own, in an enclosed chamber." ●



Allen and Endal.

Dignity is a founder member of the Association of Private Pet Cemeteries and Crematoria (APPCC).  
Tel. 01252 844572 or visit [www.dignitypetcrem.co.uk](http://www.dignitypetcrem.co.uk)

Right: The Spurgeon family run Dignity Pet Crematorium.



Dignity Pet Crematorium gardens.