

Outside the Box

CASKETS



A different way
to say goodbye



Not everyone wants a traditional send-off.

For some, it's about simplicity. For others, it's about personality or leaving a lighter footprint on the world. Increasingly, families are looking for something more personal, something that better reflects the life being remembered.

Outside the Box Caskets were created with that in mind. A modern, carefully considered alternative designed to offer families more choice at a time when it matters most.



Where it began



Outside the Box Caskets began with a simple question.

When New Zealand designer Becs Bartells attended her Nana's funeral, she was struck by how little choice there was. The coffins she saw felt uniform, heavy, and impersonal, at odds with the individuality of the person they were meant to honour.

With a background in industrial design, Becs set out to create something different. Not just an alternative material, but a complete rethink of how a coffin could look, feel, and function.



After years of development, she created a cardboard casket designed to feel natural and contemporary. What began as an idea in a garage workshop has since become an award-winning design, now used by funeral directors and families across New Zealand and Australia.



Designed in New Zealand. Made in the UK.

At Somerset Willow, we recognised early on that Outside the Box offered something genuinely different.

Since entering the funeral sector in 1998, we have focused on providing families with meaningful, well-crafted alternatives to traditional coffins, products made with care and shaped by changing values around sustainability and personalisation.

Partnering with Outside the Box felt like a natural extension of that approach. While the design originates in New Zealand, each casket is manufactured and assembled here in the UK, combining proven design with local production and quality control.

It is a collaboration built on shared values, sustainability, and offering families wider choice.

A more considered choice.

Materials matter. Traditional coffins are often made from hardwoods, veneers, or MDF, and may include additional components that can limit their environmental performance. Outside the Box Caskets takes a different approach.

Made from high-specification corrugated board, the material contains a high proportion of recycled fibre (approximately 63%) and is fully recyclable and compostable. Any virgin fibre used is sourced from FSC-certified supply chains, supporting responsible forest management. The coffins contain no plastic, metal, or synthetic components.

But sustainability is only part of the story. These coffins are designed for practical use, strong enough to be carried, suitable for burial and cremation, and appropriate for both traditional and more contemporary services.

For families who want something simple, personal, and environmentally considered, they offer a practical and dignified alternative.



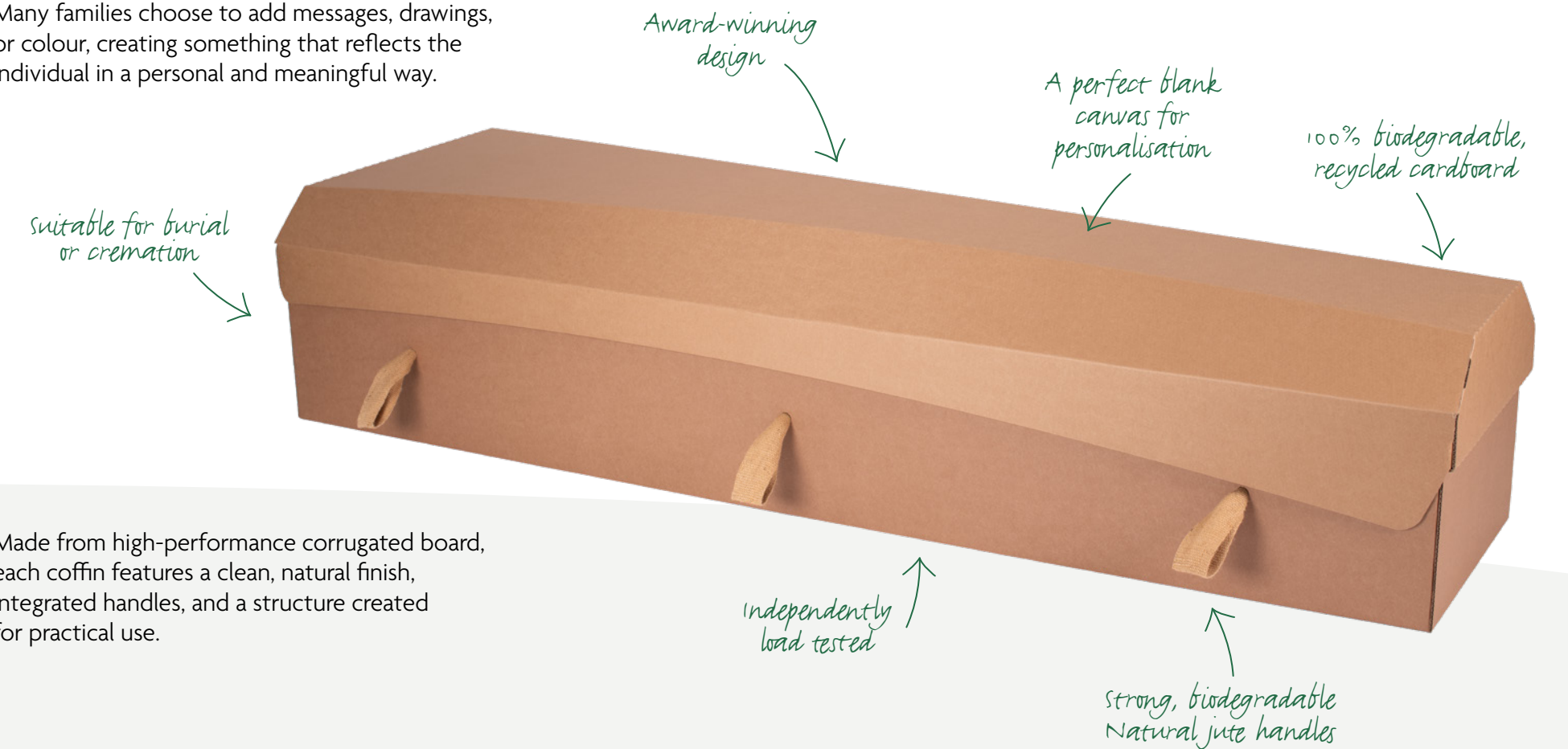
A blank canvas
for personalisation



Outside the Box Plain Coffin

The plain kraft coffin offers a simple, understated finish that can be left completely natural or personalised if desired.

Many families choose to add messages, drawings, or colour, creating something that reflects the individual in a personal and meaningful way.



Made from high-performance corrugated board, each coffin features a clean, natural finish, integrated handles, and a structure created for practical use.

Outside the Box Printed Coffins

Our printed caskets offer a simple way to bring colour, character, and individuality to a farewell.

Each design is printed directly onto the natural kraft surface, allowing the texture of the board to remain visible while adding warmth and depth to the finish.

The result is a collection of designs that feel distinctive and contemporary, while retaining the natural character of the material.



Woodland Fern lid with natural jute handles



Woodland Fern and Blush Dahlia



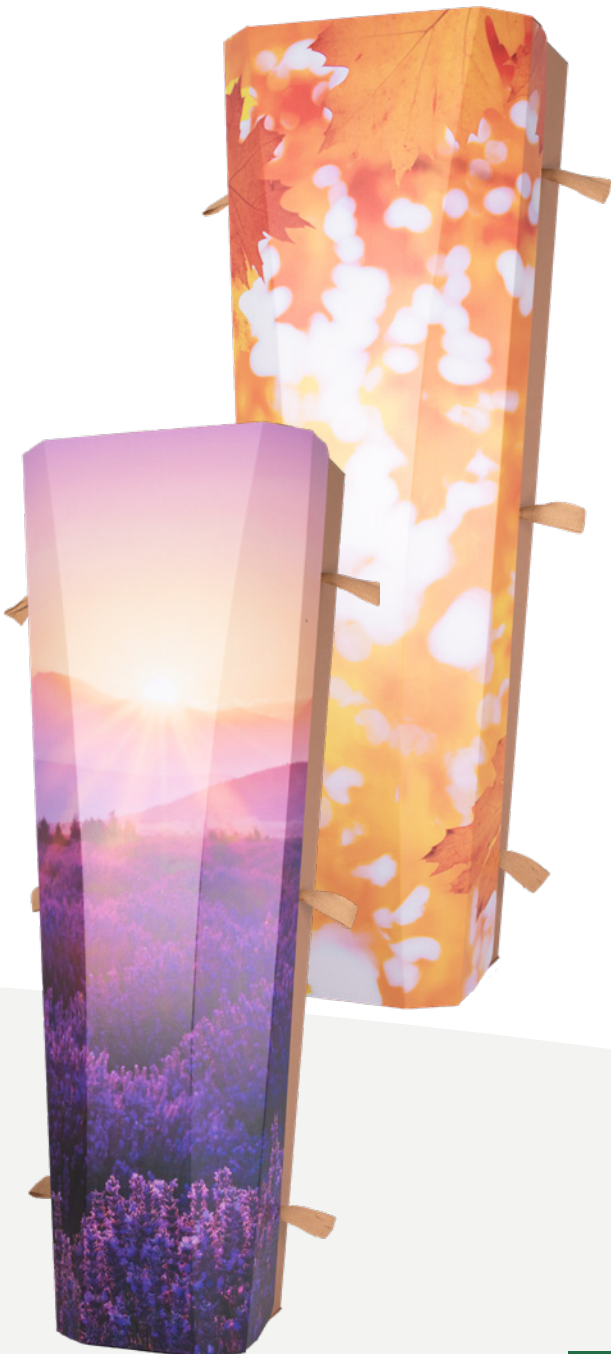
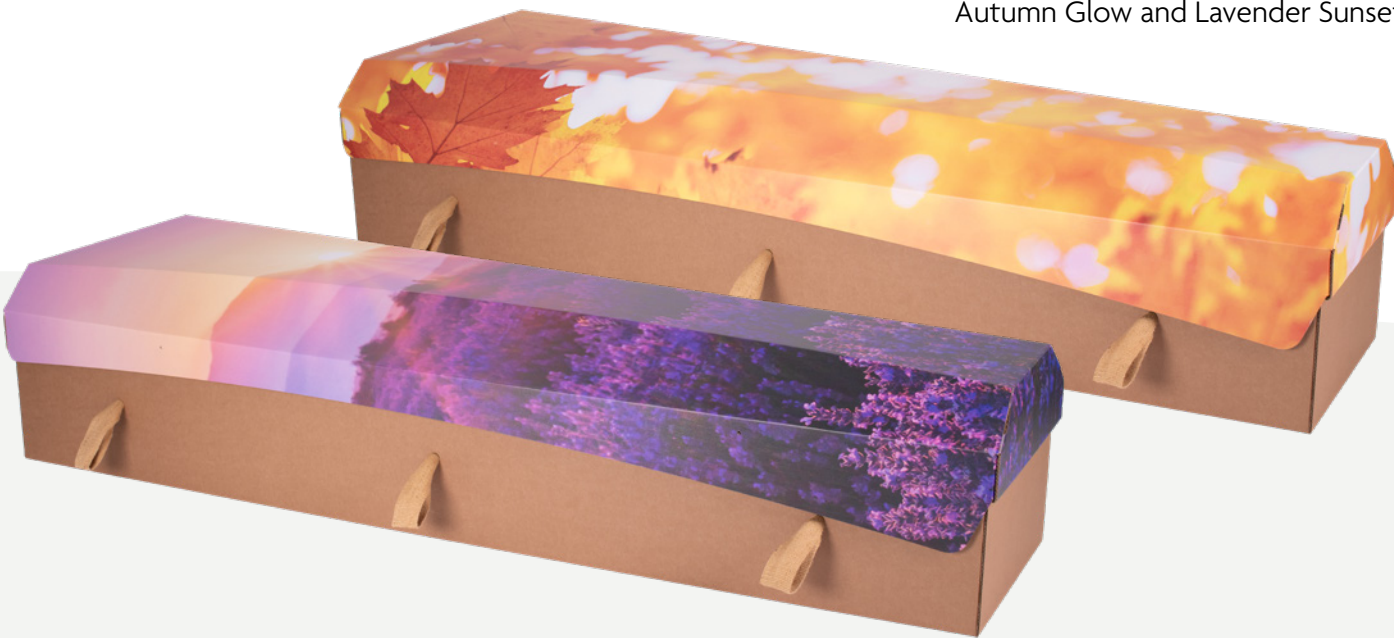
Autumn Glow detail print



Lavender Sunset lid with natural jute handles



Autumn Glow and Lavender Sunset



Outside the Box Printed Coffins

Union Tribute and Poppy Meadow



Union Tribute end detail



Poppy Meadow lid with natural jute handles



Highland Heritage end detail



Tranquil Tides lid with natural jute handles



Highland Heritage and Tranquil Tides



Designed with purpose

Outside the Box Caskets are the result of careful, considered design.

Every detail, from the board structure to the lid shape, has been developed to create a coffin that feels both contemporary and familiar in its appearance.

Designed from the outset for practical use, each coffin reflects a clear focus on strength, handling, and reliability.



Engineered for strength

Strength has been central to their development.

The dual-wall construction and internal support system provide the rigidity required for safe, reliable handling, allowing the coffin to be carried and used in a way that feels familiar and dependable.

Through independent testing and ongoing development, the design has been refined to meet the practical demands placed on it throughout the funeral process.

A solid, flat base, secure lid closure, and integrated handle system all contribute to stability and ease of use.



Materials and construction

The coffins are manufactured using high-performance corrugated board made from a blend of recycled and responsibly sourced fibres.

- No plastic, metal, or MDF components
- FSC-certified materials
- Natural jute handles
- Water-based and eco-conscious printing processes

Each coffin is precision-cut, folded, and assembled to maintain consistency in both strength and finish.



Certified and approved

Outside the Box Caskets have been independently tested and certified through the FFMA coffin, casket and shroud certification scheme, in conjunction with Intertek. Assessed for strength and performance, including load-bearing testing, they can be used with confidence throughout the funeral process.

Suitable for burial, green burial, and cremation, they meet the practical requirements of both funeral directors and crematoria. Their clean composition, free from plastic and metal components, supports efficient cremation with minimal residual material.



Recognised design

The design has been recognised internationally for both innovation and sustainability, receiving multiple awards in Australasia for packaging and product design.

These awards reflect not just the material choice, but the thinking behind the product, challenging convention while maintaining dignity and functionality.

A modern alternative

Outside the Box Caskets offer something genuinely different.

A combination of thoughtful design, proven performance, and responsible materials gives families a practical alternative to traditional coffins while offering greater freedom of choice.





Outside the Box
CASKETS

T: 01278 424003

E: hello@somersetwillow.co.uk

www.outsidetheboxcaskets.co.uk