

# the Loading Zone



Fall Issue 2010

Sunrise MFG's publication of the latest news in load securement solutions and transit protection products, spiced with some tidbits of life!

## Chairman of the Cardboard

Jim Sewell, CEO, Sunrise MFG. Inc.®



Jim Sewell

I've struggled to get a focus on what to write about in my "Chairman" column this issue. There are so many possible topics, events, changes, products, ideas and stories to choose from. As you'll read about in this issue, we're featuring our latest damage prevention product, ZRO-SHIFT™. We're excited to have AAR approval and our sales team is off and running with this rubber-matting product. To quote Eric Kvilhaug, our packaging engineer, from his current article in "The Weekly Crush"- "The caliber of paper used in our plant is the foundation for the great product we manufacture," and I couldn't agree more. One of the challenges we face as your supplier, and also that you face as the customer, is rising paper prices. Kraft paper prices have risen three times since January, 2010! These three increases total \$170 per ton.

(The source-PPI Pulp & Paper Week, the leading information provider for the forest products industry kraft paper division.) At Sunrise we are always testing for new ways to keep quality and price in line for our customers. Scott Reid, VP Operations, is vigilant in making sure our customers get every advantage as he navigates the challenges of paper prices and ordering.

On a personal note, I am genuinely pleased that Matt Sewell will be working from our California location in his new position as VP Sales. Matt started our Southwest location 5 years ago and has done a tremendous job. I think he has "cardboard" in his DNA—ha!

Also, Sunrise MFG. will be celebrating its 30<sup>th</sup> Anniversary in 2011! What a privilege it's been to be part of the shipping industry of goods across our great country. Thanks goes to all of our customers, associates and suppliers for helping make these 30 years possible.

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## Sunrise MFG. Mission Statement

Sunrise MFG. provides industry-leading load securement products and expert solutions to assure the safe transportation of your valued goods.

We deliver service, expertise and solutions. We are highly motivated, driven and competitive, with a high work ethic.

We are a team. We are a family. Our commitment to our partners in business is to do the right thing because it's the right thing to do. We stand for employees having balanced lives with respect, understanding and compassion for our customers and each other. WE CARE.

## Employee Spotlight - Matt Sewell, VP Sales

The last name may be familiar because Matt is the son of Jim Sewell, founder of Sunrise, and Cheryl! Matt is a native Californian, but his life path has taken him around the world. After graduating from the University of New Mexico, Matt traveled to Europe and visited many countries. He also spent concentrated time in Spain desiring to become bi-lingual and conversational in Spanish. Upon returning from traveling, Matt became a paramedic and worked for a fire department in Albuquerque, New Mexico. He witnessed and participated in many life and death moments and gained invaluable experience.

Matt attended a School of Ministry following his years with the fire department. He participated in many short to medium term mission trips including Samaritan's Purse, Franklin Graham's ministry that hands out shoeboxes that have been decorated and filled with useful items and small gifts, for needy children around the world. Matt then was called to minister to and come alongside a new pastor that was planting a church in Juarez, Mexico. Matt recalls this time in Mexico as life-changing, challenging, meaningful and the best way to become conversational in Spanish! Matt worked with the various missionary groups from the US that came to Juarez to work and serve, as well as

an orphanage and a home for teenage girls.

Matt joined Sunrise when he established a location in the El Paso area where he was living in 2005. The plant is located in Santa Teresa, NM, a small industrial area bordering El Paso and Juarez. Sunrise Southwest has enjoyed steady and successful growth supplying dunnage and other related products to an impressive list of customers. Matt was recently promoted to Vice President of Sales for the entire Sunrise organization and will be relocating to California in the near future.

Matt met his wife, Veronica, in Juarez and they married five years ago. They now have two children—Rebecca, age 2, and Santiago, almost 1 year. "I am really looking forward to working out of the California location with my Dad, brother Justin and all the outstanding people that work for Sunrise MFG."



Veronica & Matt Sewell (top)  
Rebecca & Santiago (below)

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## THE WEEKLY CRUSH... Life as a Test Sample - News from Our Engineering Test Lab!

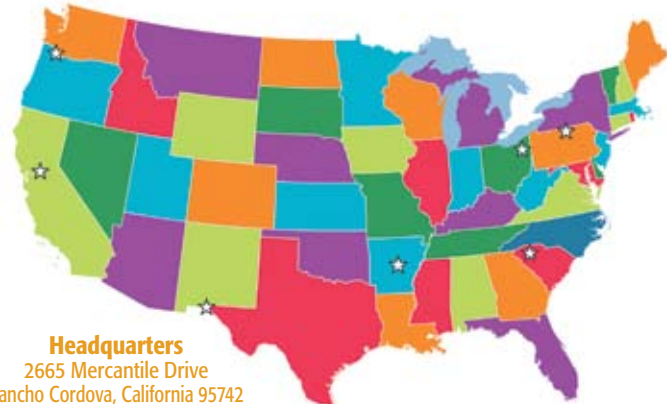
Eric Kvilhaug, Packaging Engineer

The caliber of paper used in our plant is the foundation for the great product we manufacture. Without a consistent supply of quality paper we can't serve our customers properly. Recently in the market, we have seen some less than desirable paper roll stock coming through the mills. It still conforms to set basis weight specifications, but is lacking in strength. It also differs in color, as the roll stock in question is a much lighter shade of brown, almost white.

This makes for an interesting dilemma; paper is sold by weight, not by strength (in the grades of paper Sunrise deals with.) Through lab testing and a coordinated effort with our major supplier, we have identified the producer of this roll stock. Now that the "light" roll stock has been identified, Sunrise has asked our supplier to make our corrugated with other mill's paper. This move, along with continual testing of our incoming supply of paper, will ensure the consistent quality our customers have come to expect.

A test lab or years of experience in the paper industry is not required to notice a change in paper quality; however, seeing a change in color or shade of the corrugated is a sign the paper is different, not necessarily bad, but different. If you see something in your product that doesn't seem to be the norm, whether it be color or another physical attribute, don't hesitate to contact Sunrise and we will get to the bottom of it.

### Manufacturing & Distribution Locations



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DIAMOND-PAK® DIAMOND-CORR® LEDGE-PAK® MATCH BOOK®  
RAIL-PAK™ SADDLE-PAK® WOOD-PAK® ZRO-SHIFT™



## Over the Rails

Highlights from the 118<sup>th</sup>  
AAR DP&FC Conference,  
Chicago, June 28-30, 2010

Jim Sewell, CEO, Sunrise MFG. Inc.®

- **One of the best organized AAR meetings ever. It was held in Chicago—a great railroad town.**
- **Keynote Address: "Going Green" in the Rail Industry. Vehicles with good mileage average 25 MPG. Railcars get 472 MPG! Now that's GREEN!!**
- **Rail cars are being loaded higher and longer resulting in freight weighing 200,000 pounds or more. Shippers are having to rethink blocking and bracing decisions.**
- **The possible hazards of steel strapping in open-top loads is well known. New products are now available in strapping made of woven and non-woven polyester. (PACSTRAP and Southern Strapping, both quality products, are distributed by Sunrise).**
- **Gary Johnson of the CSX Railroad, moderated a panel addressing the shipping of roll paper. Sunrise's newly AAR approved rubber mat—ZRO-SHIFT™. A great product for rolled paper.**
- **Sunrise MFG's own Lori Funk participated on a panel - "New Products Addressing Prevention Needs." Good job Lori!**
- **Sunrise was a Gold Sponsor of the Trade Show and Vendor Reception. It was well-attended and gave Sunrise and other companies an opportunity to showcase their products.**
- **Cliff Creech of the Norfolk Southern is recovering from heart surgery. He was missed by all and is wished a speedy and complete recovery! Cliff will be the Chairman of the 2011 AAR DR&FC Conference to be held in New Orleans.**



## Product Profile: ZRO-SHIFT™, Anti-skid Rubber Matting

Michael Moore, Sunrise MFG. Washington

ZRO-SHIFT™ anti-skid friction matting is an exciting new product that we have just added to our damage prevention group. ZRO-SHIFT™ is a key part of any load securement device for many types of shipments; railroad, over the road, truck and container. If you are looking for a product that will help in securing and controlling the movement of your products, try our ZRO-SHIFT™ matting. It will get the job done.

- **ZRO-SHIFT™ anti-skid mats are manufactured by reclaiming crumb rubber from discarded automobile tires and a variety of die trimmings from rubber products. The superior quality of ZRO-SHIFT™ matting is maintained by rigorous monitoring of sheet consistency, gauge, and tensile.**
- **ZRO-SHIFT™ anti-skid mats fulfill a wide variety of requirements for load securement patterns set forth by AAR (Association of American Railroads).**
- **A recognized means of load securement by the Department of Transportation (FMCSA).**
- **Rated in accordance with and recognized as an approved load securement device with the FMCSA (Federal Motor Carrier Safety Administration), CCMTA (Canadian Council of Motor Transport Administrators), CVSA (Commercial Vehicle Safety Alliance), DOT Regulations, "North American Cargo Securement Standard" (FMCSA).**
- **ZRO-SHIFT™ is a simple-to-use method that effectively and efficiently replaces wood blocking and bracing securement systems.**



Here is some key information on ZRO-SHIFT™ matting:

1. An easy to use method of securement that replaces wood blocking and bracing.
2. Approved for use by the Association of American Railroads (AAR).
3. Eliminates nail holes in trailer floors and nail damage to your product, which in turn reduces claim costs.
4. Significantly reduces loading and unloading time.
5. Increased safety for employees. No risk of injury from nailing or extracting wood blocking.
6. Reduces the cost and damage to cargo from wood blocking and bracing.
7. Supplied in palletized sheet form or large roll form.

Common load securement applications for ZRO-SHIFT™ friction matting are:

- **Palletized Case Goods**
- **Roll Paper**
- **Metal Materials**
- **Pipe Loads**
- **Concrete Materials**
- **Roofing Materials**
- **Tile Products**
- **Bulk Bags**
- **Finished Lumber Materials**

For more information contact your nearest Sunrise representative.

## Growing Corn...Growing a Business

A farmer was admiring the beautiful field of perfect corn that his neighbor was growing. He asked his fellow farmer how he grew his corn so healthy and plentiful. The farmer replied, "I don't grow corn, I just take away all the reasons for it not growing." This same lesson can be applied to business success. Any obstacle to healthy growth in a business that can be controlled must be controlled—either by positive change or removal of the obstacle. Is your company staffed to just produce or are you staffed to also improve? Continual evaluation and improvements

must be made to be a healthy company. Are you a problem or a problem preventer? Growing and maintaining a successful business is filled with uncountable challenges and demands. Remember the simple words of the successful farmer, and be the reason for healthy growing and not an obstacle to growth in your company.

