

the Loading Zone

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



Spring 2011

Chairman of the Cardboard

Jim Sewell, CEO, Sunrise MFG. Inc.®



Jim Sewell

In recognition of Sunrise's 30th anniversary, my wife Cheryl, (who produces our newsletter), said I could have the entire front page for my column—so here goes!

Thirty years seems like an eternity until you've lived it. It has passed quickly. I started Sunrise MFG. as a dunnage company in the Spring of 1981, with a partner, Norm Gordon. (See photo below of our first

location). Interest rates were 20% and business in general, as well as the dunnage business was very slow. Friends remarked "You sure picked a bad time to start your business." I guess I wondered also, but just kept doing what I knew best how to do—looking for better ways to design dunnage to prevent damage for shippers, and then find customers to sell it to!

In retrospect, I didn't know what good times in business looked or felt like, and maybe that was a good thing. 1981 actually turned out to be a good year for Sunrise—the "new kid on the dunnage block." Our newly invented and patented product, DIAMOND-CORR®, was birthed in 1982 and we began to grow. We started with just void fillers for boxcar and truck loading. In 1985 we added DOOR-CORR to our manufacturing and TY-GARD® load restraints as the West Coast distributor. We also started selling Ride-Rite air bags as a distributor for International Paper. We were officially on our way to manufacture and/or distribute all of the quality products that were possible for damage prevention in shipping.

In May 1989, my partner, Norm Gordon retired and I became the sole owner. It was also the year Teri Bradley was hired. She is still with us as VP of Finance and very valued part of the Sunrise team. I bought our Washington location in 1997 and my son Matt, started the New Mexico location of Sunrise in 2005. We've also added licensee locations in various parts of the country.

History lesson continued... Though I have never worked for the railroads, I have worked with them almost all of my life. In fact, my family "roots" are in railroading. My Grandfather, Everett

Hoffman, retired from the Chessie System, where he worked from age 18-65. My Uncle, Bob Hoffman, retired from CSX as the Manager of Damage Prevention in 1963 after a long career. One of my jobs in my early career was supplying grain doors to railroads for loading loose grain in boxcars (see photo when I was young and had hair—dark hair!)

In 1996 we became a preferred distributor of STO-PAK, an off-shore air bag supplier. Over the years we have added many other distributed products like edge protectors, slip sheets—both fiber and plastic—foam, stretch film, additional strapping products, square air bags, and seals. We've also added patented and trademarked products that we manufacture like DIAMOND-CORR® II, DIAMOND-PAK®, SADDLE-PAK®, WOOD-PAK®, MATCH BOOK®, RAIL-PAK®, LEDGE-PAK®, BUF-BAC®, ZRO-SHIFT™, and M-PAK™. We are continually listening and looking for the needs of shippers as we design and test other possible new products for load protection.

Thanks for going down this memory lane with me. I am so thankful for the many years I've had in our fine industry and especially the 30 years of Sunrise MFG. Inc. I appreciate and value the many good relationships and friendships that I have with so many of you and others in the past. Thank you for your role in all this. Here's to the next 30!



THE WEEKLY CRUSH...

News from Our Engineering Test Lab!

Eric Kvilhaug, Packaging Engineer

Sunrise is celebrating its 30th year in business and one constant in those years is corrugated material's advantage as a load securement tool. Today much has changed in the way corrugated paper is graded and sold. The traditional methods for grading corrugated paper are board weights and Mullen burst strength. The grading method gaining popularity today is called ECT, short for edge crush test. To choose a method that best fits your needs, a basic understanding of each test is required.

Grading material by board weight is just that, the weight of each individual piece that makes up the corrugated structure. In a typical single-wall corrugated product, there are three parts that make up the assembly: liner, medium, liner. The grading system is expressed in the number of pounds for 1,000 sq. ft. of material.

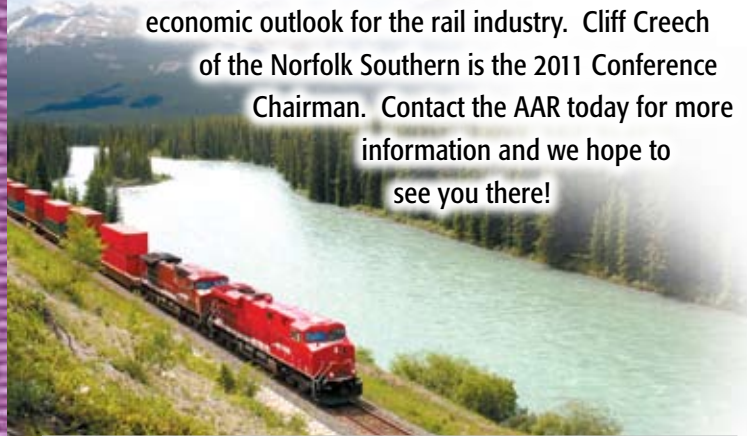
Mullen burst testing is primarily used when puncture resistance and tear strength are of greater concern. Mullen burst testing is the measurement of the resistance of the box to internal and external forces.

Edge crush testing is primarily used to determine the load-carry capacity or stacking strength of a box or structure. This grading system is comprised of a compression test performed on the fluted edge of corrugated material. Edge crush testing is a better indicator of stacking strength as it tests the corrugated material in the same direction that force is applied in a warehouse or transportation environment.

What does this all mean? Careful consideration when choosing a corrugated board combination is more important than ever, and there are hundreds of ways to put together a combination that will fit your needs. Working closely with your damage prevention specialist at Sunrise will ensure the best solution for your shipping needs.

All Aboard!

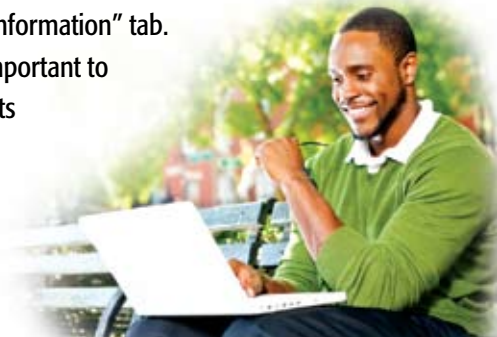
The 2011 Association of American Railroads (AAR) Damage Prevention & Freight Claim Conference is being held in New Orleans, June 27-29. Ed Hamberger, President and CEO of the AAR will present the keynote address. Other interesting presentation topics will include intermodal operations, new products and technologies, success stories, security and the economic outlook for the rail industry. Cliff Creech of the Norfolk Southern is the 2011 Conference Chairman. Contact the AAR today for more information and we hope to see you there!



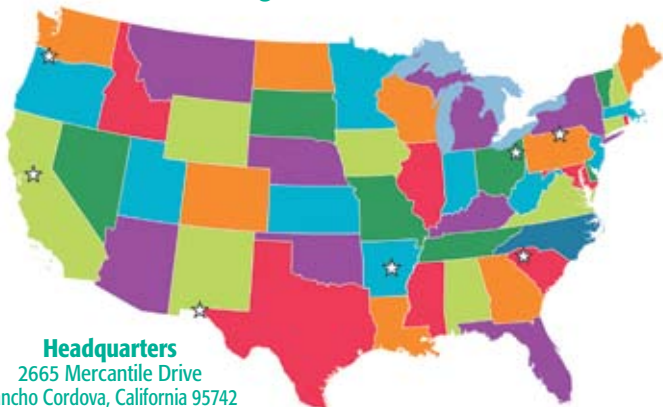
Redesigned Website!

Have you checked out our Website lately? If not, please do at www.sunrisemfg.com. What we hoped to accomplish was to re-create a website for our customers that was more user-friendly with improved site navigation and search options. We've included new product information and photos with the ability to compare products for your needs. There is an RFQ function right at your fingertips! Please see for yourself and provide feedback at cheryl@sunrisemfg.com or in the "comment" line on the "Request for Information" tab.

Your opinions are very important to us. We'll put all comments in for a drawing for a \$100.00 VISA Gift Card!!



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Protected by US and Canadian Patents

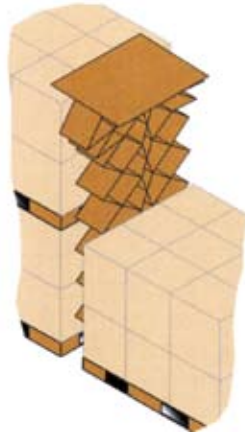
DIAMOND-PAK® DIAMOND-CORR® LEDGE-PAK® MATCH BOOK®
RAIL-PAK™ SADDLE-PAK® WOOD-PAK® ZRO-SHIFT™

Save the Date!

Sunrise MFG. is having a 30th Anniversary celebration at our Rancho Cordova location, Thursday, June 23rd and we'd love for you to join us. Invitations will be coming in the mail. We'll have a delicious lunch at 12:00 noon, followed by plant tours, meetings as needed, then appetizers and music at about 4:00 pm. A Signature gift and raffle will be included. Hope you can come!

Spanning 30 Years of Ideas and Innovations!

DIAMOND-CORR®, our first patented product and the solution to the “hour-glassing” of cardboard cells as they are expanded and hung that had plagued earlier versions of void-fillers. **DIAMOND-CORR®** is Sunrise’s original void filler, used for bracing the crosswise space between pallets in rail cars, trucks and intermodal.



DIAMOND-CORR®
USPTO # 4,372,717

LEDGE-PAK®, our most recently patented product and an original idea birthed from a customer's need. **LEDGE-PAK®** is a corrugated bulkhead system used for preventing length-wise load shift due to pallet underhang.



LEDGE-PAK®
USPTO # 7,798,754

Sunrise MFG. is committed to the continuous research and development that leads to innovative and patentable products that we hope will solve your shipping needs and add value for our customers.

Paper “Twitter” ...

- Pat Henley, the long-time Plant Manager for Sunrise CA, has accepted the position of Manager of Sunrise Washington, effective February 15, 2011. Virab Abarayman will replace Pat as Production Supervisor.
- A wedding! Eric Kvilhaug, our packaging engineer, and Brittany Lejeune were married on December 4th, 2010. Congratulations to a great couple!
- Jack Potts is the new Manager of Sunrise NM. Welcome, Jack, to the Sunrise family.
- Teri Bradley, VP Administration and Finance, celebrated her 20th anniversary with Sunrise in December. Teri received \$\$\$\$ and a large bouquet of red roses in honor of this great occasion at our Christmas Party and dinner. Thank you Teri, from everyone at Sunrise.



About Tweeting...

Twitter’s goal is to instantly connect people everywhere to what is most meaningful to them. Freedom of expression is essential. Tweets can make us laugh, make us think, anger, cheer, inform and even facilitate positive change. Topics range from wardrobe malfunctions to geopolitical events. Over one hundred million Tweets are created and delivered every day to almost every country in the world. Amazing!

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Giving Back!

Mark Aday from our Customer Service/Sales Support Team coordinated many of the community projects that Sunrise employees supported. Among the 2010 opportunities to serve others were:

PROJECT 680 – Our local Chamber of Commerce in Rancho Cordova sponsored this event—a sock drive to collect 600+ pairs of new athletic-type socks for local youths from families with financial hardship.

OPERATION BACKPACK – This campaign was sponsored by Volunteers of America and other local businesses with the goal of making sure that every child from low-income families had a new backpack filled with school supplies to start the school year strong.

RUN FOR COURAGE – Courage To Be You's (C2BU) passion and goal is to rescue children from sex trafficking in the US. Estimates range from 250,000-800,000 children that are exploited each year in the US. Sadly, Sacra-

mento ranks within the top 15 cities for child sex trafficking (source, Craigslist). Sunrise employees and over 700 others participated in the first annual 5k or 10K Run/Walk to raise money to build a safe house for rescued girls who often have nowhere to go once they are rescued. Amy Sewell Johnson is part of the founding efforts in our local area.

CHRISTMAS TOY DRIVE – Again, our local Chamber of Commerce held a toy drive event that needed gift wrappers for the toys. Our Sunrise volunteers participated and helped in this fun and spirited event.

LOAVES & FISHES – A long established local homeless shelter sponsored a drive to collect Christmas Stockings filled with useful items for homeless people. Generous Sunrise employees helped provide this useful and welcomed Christmas gift for many needy folks in our area.

