

the Loading Zone

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Winter 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

We welcomed the New Year facing a long trek back to improved business conditions. One of the least favorite challenges facing us is higher paper prices. How do we maintain quality without huge price increases? All of us at Sunrise are aware of the need for quality more than ever. Most of our products are "disposable," yet they need to perform under the increased load weights and taller units. Requests for products that are reusable

have increased. Our customers like the sound of 2nd use—"half the cost." All of us at Sunrise are keenly aware of the increased challenges to keep prices low and quality high with cutting edge ingenuity.

Production is a daily priority at Sunrise. Scott Reid, VP of operations with 16 years at Sunrise, and Pat Henley, Plant Manager with 19 years at Sunrise, along with the two great guys featured in our Employee

Spotlight this month—Virab and Yaroslav, do a superior job producing the quality products our customers expect from our California plant. Our Washington and New Mexico locations also run and maintain excellent production teams and products. As the "Senior Citizen of Railcar Load Protection," I have never been prouder than I am now of the quality of our products, our plants and our people.

Each void filler at all three plants is quality checked before it is shipped to you, the user. We still use high-performance white glue (3 times the cost), on our center fillers—(hangers) because a void filler that falls to the floor is not much help in maintaining load alignment. Again, quality is key at Sunrise.

In closing, here's a Jim Sewell quote for you: "The ultimate test of your predictions—are they right or wrong?" Happy New Year! PS: A quote I'd like to share from Gary Shilling: "Mathematical models have continually shown to be worse forecasters than human judgement."

Employee Spotlight - Virab Abarayman & Yaroslav Dubinets



Virab Abarayman

Virab Abarayman, California Plant Supervisor, Day Shift

I was born in Armenia and lived there until I was 24 years old. In 1994, I moved to the United States and have been living in Sacramento since then. I had no production experience when I moved here, but took a temporary job at Sunrise MFG. because I wanted to get married to my fiancée and needed money! We did get married

that year and I'm happy to say, are still married. Needless to say, my temporary job at Sunrise became a permanent job and I have learned all aspects of the production team. I was promoted to Plant Supervisor two years ago and really enjoy the work and the challenges.

My wife and I have two sons, Robert, 13, and Aram, 12 years old. I enjoy life, and spending time with my family. I am happy to be a part of Sunrise MFG. and enjoy working with all the great people.

Yaroslav Dubinets, California Plant Supervisor, Night shift

I'm originally from Ukraine, growing up in a small village west of Rivno. I'm one of 10 kids—five sisters and four brothers. After graduat-

ing from high school, I joined the army and served from 1993-1995. After that, I worked in construction. I attended a Christian college in Kiev, and in March of 2000, was given the opportunity to move to the USA. I joined Sunrise that same year. It was my first job after arriving in the US and I hope it's my last! I feel honored and privileged to work with such wonderful people.

Later in 2000, I met and married my wife, Natasha. We have two beautiful children, Ruilan, who is eight, and Sofie, who is four. My greatest joy in life is watching them grow up and spending time together as a family.

My hobbies include fishing, sports and travel. I was taught at a young age to work hard and do the best work you possibly can. Also, never give up and always treat people the way you want to be treated. I'm blessed to work at Sunrise.



Yaroslav Dubinets



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

Eric Kvilhaug, Packaging Engineer

I test everything I can get my hands on, from performance data on current products to inbound raw materials properties. So much valuable data is collected from these samples that one can get lost and forget where the hard work and preparation really comes from. The tests performed and data analysis is actually a minor part of the overall process. Test sample creation, conditioning and control are the foundation for research and development.

Life as a test sample starts at the creation phase. The sample is either pulled from production inventory or a sample order is placed with our production manager Pat Henley. For sample piece production I refer to the expertise of Yaroslav Dubinets, our night shift supervisor and special projects manufacturing expert. Sampling from inventory must be on a strictly random basis. This allows a determination of overall consistency and performance to be made without testing every product that goes out our doors. Testing every piece made would be impossible to do as destructive testing is just that, destructive!

Once the samples have been chosen or manufactured, they are conditioned to a standard temperature and humidity in the lab for a minimum of 24 hours. The strength characteristics of paper are extremely dependant on moisture content. Keeping control of variables that influence moisture content before testing is crucial. After conditioning, the test samples are numerically coded for record keeping and are ready for testing.

All of us at Sunrise are committed to excellence in our products, and the process of producing and testing samples is just one way we make sure that our customers will receive the best!

Sunrise MFG. Staff Accolades

Pictured receiving sales awards at a recent meeting are Mike Larsh, Matt Sewell, Lori Funk and Roy Meli. Congratulations to everyone and the entire Sales Team for a great year!



Left to Right: Frank Ball, Mike Larsh, Matt Sewell, Lori Funk, Roy Meli and Jim Sewell

Sunrise MFG. Mission Statement


We'd like to share the Sunrise MFG. Mission Statement and Values that were composed recently by our staff and management. Though they are only words, for us, they are words that we live and work by. Words that describe not only our company culture and goals, but also say who we are corporately and individually.

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.

Over the Rails



The Association of American Railroads has a proposed rule revision in process that would adjust the allowable vacant aggregate crosswise closed car space from 18" to 6". It is Rule 5 of AAR Circular 42-J. While

this has not yet been put into effect, a proposed date of July 1, 2010, is pending. The action is being taken by the AAR due to safety concerns with imbalanced loads. The changing environment which has created heavier loads in cars with higher centers of gravity, allows less tolerance than in past years.

To read the complete proposed change please visit the AAR website and link at: www.aar.com and follow the Technical Standards/Damage Prevention and Loading Services/Closed Car/Trailer/Container Freight Loading Methods path. You can also call the damage prevention officer of your railroad or the AAR for complete information.

See You There

Mark your calendars and make your reservations to attend the annual **AAR (Association of American Railroads) Freight Claim and Damage Prevention Meeting** June 28-30 at the Palmer House in Chicago.



Product Profile: RAIL-PAK®

“Necessity is the Mother of Invention,” as the saying goes, and that’s exactly how RAIL-PAK® came about. Lori Funk, our Senior Sales Engineer, worked with a customer to come up with a solution to their particular challenge when the U.S. Railroads began deleting their supply of steel divider-door-equipped cars. This change is due in part to potential worker safety hazards.

Lori consulted Pat Henley, our California Plant Manager, and together they developed RAIL-PAK®. RAIL-PAK® has been slam tested by the AAR in Pueblo, CO., and performed favorably. An additional 25-car

test under actual conditions is currently underway. RAIL-PAK® has also been slam tested to include heavier, (3 drums high) loads. Shippers who wish to load heavier loads to reduce costs per drum can load the equivalent of four truckloads in one rail car.

RAIL-PAK® bulkheads are comprised of wood, steel, paper and poly-woven strapping and will be re-usable and cost-effective. Please call your Sunrise MFG. representative for complete information about RAIL-PAK®, our newest product.



Characteristics of a Successful Team

- They trust one another.
- They engage in unfiltered conflict around ideas.
- They commit to decisions and plans of action.
- They hold one another accountable for delivering against those plans.
- They focus on achieving collective results.



These points are excerpts from a book *The Five Dysfunctions of a Team*, By Patrick Lencioni. A favorite quote by Lencioni, and shared at a recent strategic planning meeting for Sunrise MFG. is:

“If you could get all the people in an organization rowing in the same direction, you could dominate any industry, in any market, against any competition, at any time.”

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Match-Book® Saddle-Pak® Saddle-Pak® II Wood Pak®

Sunrise Washington Happenings!

Jessica Morris, Customer Service

A few highlights we’d like to share from the beautiful, (and cold), Pacific Northwest!

- We took delivery of a new laminator with expected production improvements
- We added one new employee
- We are fully engaged in the 5S and 7W quality programs
- Newly installed high-bay lighting improved the plant environment
- We Improved our recycling program of corrugated waste with a new baler

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Welcome Aboard! - Michael Moore

I am a native of Washington State and have remained in the state my entire life. This last August I was married to the love of my life Karen and together we share five children. I have three kids—Jesse (22), a student at Washington State University, Melina (20), a student at the University of Washington, and Conor (14), an eighth grader in middle school. My beautiful wife Karen has two children—Connor (18), a student at Adelphi University New York, and Christian (15), a sophomore in high school.

Karen and I are very involved serving in our church, me with music and Karen works with the youth. If I had any spare time “LOL”, I would enjoy fishing, hunting, and hiking. I really enjoy the outdoors.

I finished my education at the University of Washington and have worked in the field of damage prevention for almost 25 years. In my sales career over the years I have had the opportunity of working as a direct distributor for manufacturers of many different types of damage prevention products. I am a person who “thinks

out of the box” and in working with companies on their damage issues or concerns I look at solving the customer’s problem by putting a securement “system” together, instead of just throwing an air bag here or a void filler there. I look at the whole pie instead of one piece of it.

Last June I went to work for Sunrise Washington and it has been an honor and privilege to work with the truly talented and professional people all through this great company. In my years of sales I’ve heard the term “TEAM” but I have never really been a part of any company where that word “TEAM” is a daily presence and fact of life. I am thrilled to be a part of such an amazing group and look forward to working with this great team for many years to come.



Karen & Michael Moore

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Sunrise MFG. Welcomes
a New Mascot
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Cargo Protector!