

the Loading Zone



Fall 2012

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

The idea for Sunrise to publish a newsletter actually came from Bill Smith, my long-time and good buddy from Litco Mfg. as a suggestion a few years ago. We listened and my wife Cheryl agreed to be the editor. Recently, someone fairly new to our company suggested that we re-print some of the old "Chairman" articles since many have not read them and

most who have, have probably forgotten them! So here goes-one of my favorite "ah-hah" moments in the history of our business and a re-print from our Spring 2007 "The Loading Zone".

THE GREAT CATSUP IDEA!

In the late 60's I was involved in some test loading with a popular brand of tomato catsup. The problem was that the vacuum left in the top of the bottle to prevent discoloration, was causing severe breakage of bottles-(bottoms dished out and broke off)-when loads were bumped once too often in trucks or railcars. Various load ideas were talked about and tried. One day at a Northwest Ohio test scene, the Director of Damage Prevention of the then Chicago based Association of American Railroads, John Roumlette and I were still perplexed about the problem when a fork-lift driver walked up and said "try shipping the bottles upside down". John and I looked at each other and knew this was the BRIGHT idea and right answer we needed. The tapered neck of the bottle, plus some give in the cap, made the upside-down bottle arrangement the perfect solution. To this day glass bottles of catsup are shipped successfully-upside down. Great ideas can come from unexpected places!

"Pennies From Heaven"

Thanks to the continuing efforts of Scott Reid and Patrick Gilliam, Sunrise has benefited. Both of these dedicated Team Members took the time to research, negotiate and re-negotiate savings exceeding \$15,000.00 so far this year on everyday items like filtered water, trash pick-up, door mats, shredder service, propane and more. Thanks to Scott, Patrick and all the dedicated people at Sunrise who care and really make a difference in so many ways everyday!

A Gift For You.....

Enclosed with most copies of this issue of the newsletter is a USB Flashdrive. We hope you'll enjoy the short video about our industry and Sunrise MFG. that was pre-loaded. You'll still have lots of space to use it for your own items. If you did not receive one, please let us know and we'll be glad to send you one.

Thanks!



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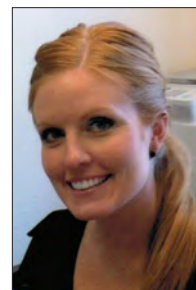


WELCOME ABOARD! Dawn Marie Cox

Dawn Marie Cox joined the Sunrise Team as Customer Sales Support in May, 2012. Dawn worked in Compliance, as a Stock Broker and Senior Financial Services Representative, before taking a new path into the dunnage industry. The dunnage industry brings new challenges, which she is more than willing to go at head on and is eager to learn every detail.

Dawn is married to a truck-driver, Aaron, and understands the demand for great transportation needs, as well as protecting precious cargo. With the knowledge she has obtained from her brother, Brian's construction background, and her husband's passion for truck driving, Dawn feels the dunnage industry is a merge of their backgrounds into one! (Not to mention the fast pace life she was accustomed to as a stock broker.) Dawn grew up in Northern California and graduated from Sonoma State University, with degrees in General Education and Psychology with an emphasis on Organizational Development. She enjoys spending quality time with her family and friends, and most specifically coming home to her 2 1/2 year old niece, Joselyn. Dawn's parents have been key roles in her views of Customer Service and Sales, and only hopes to be as great

as they have been with achieving their goals throughout the years. "I grew up watching my dad fill out birthday and anniversary cards for all of his customers, as well as my mom writing out thank you notes for the smallest of kind gestures... it's the little things that speak the biggest!"



Dawn Marie Cox

"Sunrise is an extension of my family. The passion, support, values, heart, honesty and integrity of Sunrise, makes me not only happy to be a part of a great company, but makes me realize how great it is to have an extended family to count on for years to come! It gives me great pride and honor to work for a company that not only makes me feel welcome but wants our customers to feel appreciated for their business, and will always go the extra mile!"



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Greetings from the Great Southwest!

Sunrise Mfg. Inc. has two locations along the borderland of Southern New Mexico, in Santa Teresa and in the Southern Rio Grande Valley in Eagle Pass, Texas. These facilities serve our customers in the U.S. and Mexico and are quite dynamic from an Operations and Customer Service standpoint. Shipping into Mexico presents a different set of challenges than shipping within the U.S. including customs, coordination with transportation agencies, inspections and a mountain of documentation.

Our two Southwest locations are extremely well-staffed with knowledgeable and experienced people who manage all the challenges along with the normal needs to purchase, produce, deliver, trouble-shoot, and maintain the high quality of products and services our customers expect and deserve.

We are fortunate to have a very talented group of people in our Santa Teresa location. Sergio Cadena brings 20 years of Operations Management. James Saucedo leads the production and warehousing activities. He comes to Sunrise with 10 years of experience in manufacturing, warehousing



and distribution in the corrugated industry. We also have an amazing team inside the office. We have "TWO", count 'em "TWO" MAYRAS! Mayra Beruman, who has been with Sunrise 3 years and trained under Matt Sewell, the founder of Sunrise SW, and Mayra Rivera, who recently joined our staff to assist in the office. Both ladies have a business education and business experience. They manage the import/export piece, transportation, customer service, sales follow-up and other essential administration and accounting activities. They are an amazing team- Mayra and Mayra!

In Eagle Pass, TX, Ernesto Fernandez, a seasoned Sunrise MFG veteran is in charge of production, warehousing and maintenance and does a terrific job at running our newest location. He and his family relocated from Santa Teresa to build and develop this strategic location. It's an exciting time!

Sergio Cadena offers the following: "In my 20 years of experience working in both the public and private sector in operations management, I feel very fortunate now and thank God to be part of the Sunrise family. Seeing the people that have made this company what it is today, and knowing the opportunities that exist as we grow to the next levels of success, is very encouraging. I believe the hallmarks of success that all of Sunrise embraces are Quality First, Safety Always, Doing the Right Thing and Doing It Right."

A huge THANK YOU to everyone at Sunrise Southwest Inc.!

Employee Spotlight

As a young kid I used to love going to work with my dad on Saturday mornings. One of things I loved most was to walk around the manufacturing plant watching all the different pieces of machinery running along with all the workers and forklifts that were scurrying around. As I went off to college at California State University, Chico I started searching for a major/industry that I could get excited about. With the help of my wife to be, Natalie, I discovered the world of accounting. I started to realize all the opportunities that would be before me if I obtained a degree in accounting. I completed my degree in Finance and Accounting and was fortunate to land a job with a well-respected regional accounting firm located in Rancho Cordova, CA. While working there, I was privileged to be able to work with great people who patiently trained and mentored me as I continued to learn and grow. In my first few years working in public accounting I was assigned to be the staff on the Sunrise MFG, Inc. account. As the years went by I became the

manager in-charge of the Sunrise MFG, Inc account. At this point I began to develop a great working relationship with Jim & Cheryl Sewell and Teri Bradley. Through those relationships I was able to really understand the values and fundamentals that Sunrise MFG, Inc. was built on. When the opportunity presented itself for me to join the Sunrise MFG, Inc. team, the decision was easy! I truly felt that not only was this a great move for me, but also my young family. I am blessed to be married to my wife Natalie and together we have been blessed with three wonderful children Harrison (4), Ellis (2), and Miles (4 months). As I get ready for work each and every day I find myself reflecting back on my memories of going to work with my dad and realize that the manufacturing industry has always had a place for me. Things have definitely come full circle.



Paul Turner

TYOGA Container Company

TYOGA Container Company, Inc. is a long-time friend and licensee of Sunrise MFG products. The company was founded in Northern Pennsylvania in 1970 and is a family owned and managed business.

They manufacture and distribute transit protection products as well as corrugated and bulk packaging. The company recently automated their manufacturing processes for Diamond-Corr®, Diamond-Corr® II, Saddle-Pak® and Diamond-Corr II Saddle Pak®, all trademarked Sunrise products. Their manufacturing and design team worked diligently to build this specialized piece of equipment, and after testing and minor adjustments, are up and running. Cindy Mullaney-Evans, Transit Protection Business Specialist shared the following: "Tyoga Container strives each day to improve processes in all aspects of our business. With the completion of this new automated system, we can now offer reduced lead-times, quality products and costs savings to our valued customers. Our number one goal is offering the best products, with the best pricing and the best lead-times possible. We have enjoyed many years partnering with Sunrise MFG to serve the needs of customers who want to ship damage-free products in the Pennsylvania area and beyond."



CELEBRATING!!

Congratulations and Our Heartfelt Thanks To:

Walter Grover
5 Year Anniversary

Mark Aday
5 Year Anniversary

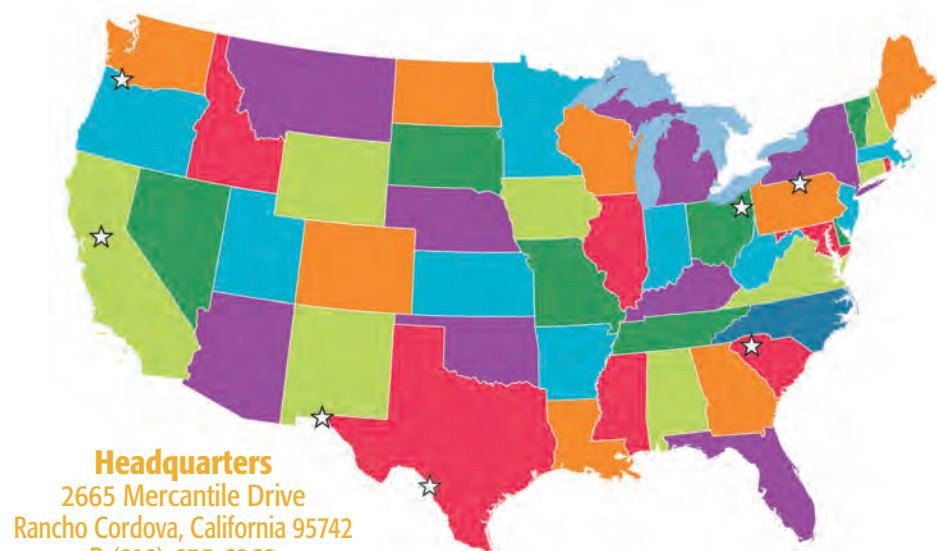
Frank Domino
5 Year Anniversary

Edgar Avetisyan
5 Year Anniversary

Roy Meli
10 Year Anniversary

Randy Freeman
10 Year Anniversary

Manufacturing & Distribution Locations



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RAIL-PAK™ SADDLE-PAK® WOOD-PAK® ZRO-SHIFT™

The Evolution Of Information Technology At Sunrise Mfg!

As you might imagine, information technology as well as technology in general was another world when Sunrise opened its' doors 31 years ago. "We've come a long way, baby"- as the saying goes. We are very fortunate to have multiple staff people who embraces and understands as well as have a vision for possibilities of using "IT" to our best advantage. We would not be able to accomplish what we do without the support and consultative services of Landrum Technologies. Jimmy Landrum himself has been working with Sunrise for many years and has helped us accomplish much. Here's what he says:

"Rapid advances in technology require companies to be on top of what's happening now and what is coming in the future. Technology systems and infrastructures are becoming more integrated and complex. Understanding these systems and

how they relate to your business is important. Our dedicated IT consultants have an intimate understanding of Sunrise's network infrastructure. By working closely with their staff, we have aligned their network to meet and support their business objectives and goals. We are continually evaluating technologies that Sunrise could use to operate better. We work quickly to resolve desktop support issues. We continually monitor the health of the network, including servers, desktops, routers and other network devices. Alerts of problems are sent to our consultants who respond and fix any issues. It is refreshing to work with a company like Sunrise whose objectives are so customer orientated. It is a pleasure and honor to work with all the dedicated people at Sunrise."

We appreciate you, Jimmy, and Landrum Technologies!