

the Loading Zone



Spring 2013

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'm sure many of you have been following the news articles about the expansion of the Panama Canal. As one headline read: "the Panama Canal gets super-sized"! This \$5.25 billion expansion is scheduled to open in early 2015. It's an amazing project and engineering feat as well as the beginning of a new era in container shipping. My first thoughts - How

might this affect Sunrise and our products?

My wife and I took a long-awaited cruise that traveled through the Panama Canal a year or so ago. You can't help but marvel at the process of raising and lowering the water levels to allow these huge passenger and cargo ships through. Each year 13,000 to 14,000 ships pass through the Panama Canal. We learned a lot about the history of the canal. The United States completed the original 50 miles of the Panama Canal in 1914. This expansion project is an international consortium of countries with the U.S. playing a secondary role. The 16 new locks were designed by the Dutch and built by the Italians. They were loaded on barges by Belgians and shipped by South Koreans to Panama in a project managed by the French. The work-force is from around the world. Talk about international diplomacy! As I said earlier, amazing.

When completed, the deeper, wider Panama Canal with its two new flights of triple locks will double existing canal capacity and allow transit for vessels with three times the cargo capacity. The race is on for U.S. ports to be upgraded, channels deepened,

bridges heightened and tunnels enlarged as well as many changes to other current infrastructure. The CSX is planning to build a new \$90 million rail transfer facility a few miles from the port of Baltimore to allow heavy-duty cargo trains to be loaded. The Norfolk Southern is blasting through mountain passes in West Virginia, Virginia and Kentucky so its double-stacked trains can pass through tunnels with a higher clearance. Costly changes.

Experts call the Panama Canal expansion a potential "game changer" though no one knows just how and where the game change will be most impacted. As an example, currently, ships carry as many as 4,500 20-foot containers. After the upgrade, vessels will carry as many as 12,000 containers. New economics of scale and faster passage with more cargo between the Americas and Asia will change maritime routes, cargo logistics and create new markets to exploit the bigger ships and deeper ports. The "post-panamax" ships are 190 feet tall, or nearly twice the height of the Lincoln Memorial! The cranes to unload these mega-ships are 14 stories high!!

So, we'll all stay tuned to the completion of this international project and how it will affect the price of items from coal to Sony TV's. Sunrise Manufacturing will continue to provide excellent damage prevention products whether you ship by rail, truck or over the oceans.



WELCOME ABOARD!

Courtney Lynne Gibson joined the Customer Service Team at Sunrise in June, 2012. Her previous jobs were in related industries and serve her well in her new role at Sunrise. Courtney was born in Sacramento and her parents still live in the house where she was raised. She is the youngest of 3 girls and describes herself as "a caretaker". She is married to Michael Gibson and loves her role as homemaker and wife. She also enjoys golf, music, fishing, camping and her latest hobby, darts! Courtney and her husband play darts weekly in a Medalist League for couples.



Courtney Lynne Gibson

To quote Courtney: "I am an old-fashioned girl. God and family are the two most important parts of my life. I enjoy doing things for people and working in Customer Service at Sunrise is the perfect spot for me. I work side by side with others who truly care and are always willing to lend a helping hand. They are genuinely kind-hearted, and I feel so blessed to be at Sunrise. It already feels like family!"

Quiz!

- What is the standard distance between railroad tracks?
 1. 4 feet 8.5 inches
 2. 5 feet
 3. 4 feet 2 inches
- How was that size determined?
 1. It was the size between the wheels of wagons.
 2. It was the size of the wheel space of Roman chariots.
 3. It was the size used when building pre-railroad tramways in England.

(See reverse side for answers)

Deep In The Heart Of Texas!

Hope to see some of you at the next annual Association Of American Railroad Damage Prevention & Freight Claim Conference in San Antonio, Texas, June 17-19, 2013. The educational theme is "Beyond the Basics -Understanding the "Why?" Topics to be covered by speakers and sessions include an overview of the rail environment, legislative issues, new products and innovations, success stories as well as Q&A time. The Marriott River Center, adjacent to the famed River Walk, will be the host hotel. Join us!!



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Greetings From The Pacific Northwest!

Sunrise Washington, Inc. is situated in the heart of Vancouver, WA, just across the Columbia River from Portland, OR. This facility serves Washington, Oregon, Idaho, Montana and Canada. In this part of the country shipping industrial size rolled paper is a customer-type that sets us apart from the other Sunrise locations. Successful damage prevention in this arena has required thoughtful innovation and new products. This, along with customers that ship anything from potatoes to seafood, keeps this location busy and manufacturing and distributing our other products.

Our Vancouver plant and office are staffed by several long-time Sunrise personnel that includes:

Pat Henley, Plant Manager, has been with Sunrise 22 years, and relocated two years ago to manage this location.

Michael Moore leads the sales efforts and has over 25 years of load securement experience.

Braulio Sandoval, Plant Supervisor, has 25 years of manufacturing and warehouse experience. He just celebrated 5 years with Sunrise.

Jessica Morris, Office Manager, has over 18 years in administration and customer service. She has worked in the dunnage industry for seven years and works closely with the sales team supporting sales efforts.

Michelle Schmitz, Administration Assistant is the newest member of the Sunrise Washington family. Her background of over 10 years experience in office administration and customer service has made her a welcomed addition to the staff.

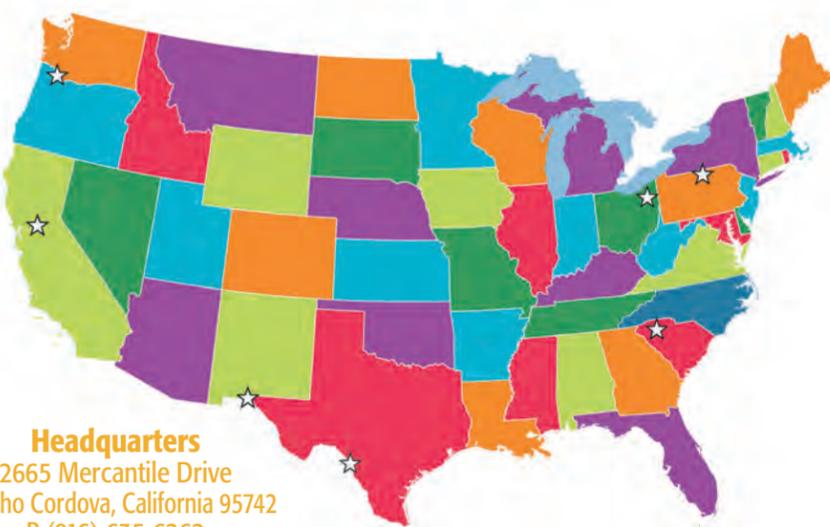
Excellence in product, guaranteed best delivery times, innovation and experience in loading techniques, and years of dunnage experience that makes a difference describes Sunrise Washington. We are thankful for all the employees, in addition to the ones in this article. Working together as a strong team assures our customers the very best in products, delivery, customer attention and service.

Sunrise Mfg's Dual Roll – Being A Vendor And Selecting A Vendor

Recently, as management at Sunrise reviewed our vendor selection and criteria, we thought about our dual rolls -- being a vendor to our customers, and being a customer of our vendors. There is a terrific website called the Purchasing & Procurement Center, and with their permission, we are listing, in their opinion, the top twelve criteria for vendor selection. We'll list those below, and let you know how Sunrise stacks up in each category. We hope if you're our customer, it will reassure you. We hope that if you're our vendor, we can be reassured. We hope that if you are not our customer, you will become one! Here goes:

Twelve Important Criteria For Selecting A Vendor	Sunrise Mfg. Inc.
1. Years in business.	1. Thirty two (32) years family-owned and operated
2. Ability to supply products	2. Continual product monitoring with our Inventory Management Systems... No supply issues!
3. Ability to supply complete solutions.	3. We Manufacture and also distribute the top damage prevention products and related load securement solution products.
4. Flexibility for changes	4. No problem! You're the Customer!
5. Substantial line of products and services	5. Patented and other products, inventory assistance and more. (See # 12)
6. Internal experts that can answer questions	6. Resident Engineer as well as the industry's most experienced sales people. Plus our Chairman, Jim Sewell is the "godfather" of corrugated dunnage products
7. Testimonials and references	7. "Customers for life". Our reputation is our best reference and we can supply current customer references anytime.
8. Financial Stability	8. Financially stable. Excellent credit rating.
9. Prices	9. Fair, consistent with early payment discounts.
10. Delivery Times	10. Best in the industry!
11. Terms of Business	11. Negotiable and always fair.
12. Customer Service	12. The list is long, but here are a few important ones: <ul style="list-style-type: none"> • A real person answers the phone • Voicemail is an option not a necessity • Dedicated personnel for customer service needs • Years of knowledge and experience in our sales staff • Customized load drawings • Test loads using our engineer • Additional plant and office hours during busy seasons • Inventory control and assistance • Rush orders accommodated when at all possible • Extensive product line giving freight savings in full truckload • FOB and customer pick-up options. • Nation-wide service

Manufacturing & Distribution Locations



Headquarters

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

Our 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.

Answers:

Question 1. Answer 1. 4 feet, 8.5 inches

Question 2. Answer 1, 2 & 3 All three answers are correct and the history of how railroad tracks are measured and built.

The moral of the story- Some things never change!!

Our entire team CARES because C-Customers A-Are R-Really E- Everything. We know that and live it. We partner with our customers to solve and then fulfill their needs for damage-free shipping.