

W RUTHERFORD WEEKLY

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Big Plus For Rutherford County ...Especially Ellenboro!

David Fraser heads Sunrise, USA, a company that manufactures and imports pillows, dog beds, plush fleece sheets, baby blankets and other associated products. The company sells through their websites and e-commerce venues. Presently located in Fletcher, North Carolina, Sunrise is now moving to Ellenboro. It has already begun manufacturing products in its new Ellenboro location.

The story of Sunrise coming to Ellenboro is amazing. When David discovered Rutherford County and then Ellenboro, good things began to happen. He said he was delighted and even surprised what he had found. "The people are my greatest and biggest surprise. People are the cornerstone of any successful business. What I found here is just great. The good attitudes and talents are way above average. The people here and quality of life I've found are just super. I can't get over it all. It's like discovering gold."

Soon Fraser will be moving the entire operation to Ellenboro. The company has already purchased and is presently renovating their new facility at 171 Race Path Church Road beside the railroad tracks in Ellenboro. They purchased the former United Southern Building which has stood empty for 10 years.

It's already in operation. Mr. Fraser said that there are plans for expansion and "I intend for us to become an integral part of the community. I also want to be very supportive of this great area. Ellenboro has been a nice discovery for me."

David is so taken with this community that he recently bought a 45 acre farm here and will make Ellenboro both his personal and business location.

In addition, Sunrise, USA has started off with eight full time and one part time employees. It will continue to hire in the near future and should have at least 20 or more employees. The company ships throughout the United States and parts of the world. It is seeking to expand its world market. "Our growth potential is unlimited and with the great attitudes and talents I've found here, I'm confident we will meet our goals."

Another plus about Sunrise, USA is that they start every employee off with much higher than minimum wage. The company also offers all benefits and is very unusual in that it pays for two ten minute breaks as well as a lunch hour.

Perhaps with the addition of Sunrise, USA to Ellenboro in Rutherford County, other companies will follow suit and discover what David has found, good people, great talent, and an above average place to do business.



Regina Weaver and Linda Smith work on sewing a dog bed for Sunrise. Both had been out of work prior to Sunrise, USA hiring them. The Sunrise, USA products developed are shipped all over the United States and now is starting to ship worldwide.



David Fraser, President of Sunrise, USA can't say enough good things about his new home, Ellenboro. "I hope my company will have a major impact on the revitalization of Ellenboro. I intend to not only have my business located here but also my home."



Ronnie Weaver uses the "pillow blowing machine" to fill up another product prior to inspection and shipment. The machine is specially designed to force feed all the products. It is then packed and prepared for shipment from the new plant.



Plant Manager Tracy Fowler load ups the "pillow blowing machine" with more polyester fiber fill. The fiber fill is tossed and processed to, "open fiber up", and cleaned thoroughly prior to being used to fill the products.