



THE ASSOCIATION & VOICE OF THE US SEWN PRODUCTS INDUSTRY

**SEAMS' Member Spotlight:  
Sonrise Apparel Services**

*Note: Each edition of our newsletter, SEAMS features one of our esteemed members. In this edition of SEAMS Member Spotlight, Sonrise Apparel Services, Dallas, Texas, is featured. Owner Nicole D. Beavers responds to questions submitted by Devin Steele.*

**Year founded:** 2005

**Primary specialties:** Sonrise is a contract cutting and sewing facility with capabilities of making a variety of products to include dancewear, athletic wear, knitwear, headwear, small cases, small bags, dog mask, deer blind accessories, etc. ...

**Number of employees:** 15-20

**Markets served:** Sonrise is versatile in serving multiple markets to include the military, dance, athletic and other small/medium-sized item markets.

**Background on company's history and ownership:** Nicole Beavers has a B.S. in Fashion Design from Texas Tech University and has worked in the manufacturing business her entire career. She opened Sonrise in 2005 after working as an independent production manager with other local contractors. She saw a need for a professional sewing factory in the Dallas area that could give great customer service, communicate clearly, meet deadlines and deliver on time and with exceptional quality.

**Company differentiators:** "We treat others the way that we would want to be treated, including employees, customers and suppliers. We build relationships in all aspects of our business. We have longtime employees that help to maintain our consistent quality and timely turn times."

**Setup/manufacturing processes:** Sonrise has a full cutting room that is set up to cut large volumes with table cutting, die press cutting or hot strip cutting. Its sewing floor is equipped with heavy-duty machines such as walking foot machines, bar tack machines, serge machines, coverstitch machines, flatlock machines, single needles and other similar equipment.

**How Sonrise has adapted over the last few years to remain competitive:** "Sonrise strives to stay competitive in the market by constantly seeking new processes and new equipment, taking on new products that are different from our normal business, and manufacturing less apparel and more non-apparel items."



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**Thoughts on the made-in-America movement:** “Sonrise works diligently to source supplies in the U.S. We are thankful for seeing an increase of manufacturing staying in the U.S. and we strive to give quicker turn times and stay on top of excellent customer service.”

**What are the biggest challenges and opportunities facing USA manufacturing?** “Some of the challenges of manufacturing in the U.S. is keeping cost competitive. I believe that manufacturing in the U.S. allows businesses to get their products quicker, be able to ensure quality by being close enough to do quality checks during production, and have a shorter time between paying for goods and selling them; they do not take three months to arrive.”

**Effects of COVID-19 on business:** “COVID-19 had a positive impact on Sonrise Apparel. We obtained a large contract with a hospital system to make PPE. The work that was done for the hospitals has given Sonrise a bigger platform to obtain new larger volume work. COVID-19 has kept our minds and operation sharp.”

**Short-term business outlook:** “We are looking forward to 2021 as we are approaching it with sharper vision and more precise planning.”

**Comment on business conditions, the health of the apparel/textile/sewn products industry markets and things that will make the industry successful in this environment:** “It is so great to see manufacturing coming back to the U.S. I believe that seeing how much China owned most of manufacturing in all areas through the COVID-19 pandemic is opening up many more opportunities for the sewn product industry in the U.S.”

**On SEAMS’ membership:** “We have been a member of SEAMS for five years. We are thankful for the business inquiries that come from membership as well as the sourcing opportunities. We have partnered with new vendors through our SEAMS memb