



FOR IMMEDIATE RELEASE

Brandbase USA, Inc. Finds Its Ticket to Ride with Microsoft Dynamics™ AX and Sunrise Technologies

(Winston-Salem, NC) Sunrise Technologies, Inc. announces that Brandbase USA, Inc. has chosen Microsoft Dynamics AX as its new ERP solution. Brandbase needed a flexible system that would have the ability to grow with them as their business expands across the globe.

Brandbase specializes in brand cultivation for the action sports industry. Located in Broomfield, CO, Brandbase has a unique set of offerings to assist young companies with growing their brands into major worldwide players. These companies can depend on Brandbase to provide expertise in sales, marketing, production, and distribution of their products to the global marketplace. Brandbase turned to Sunrise Technologies for a back-end ERP system that would allow them to be flexible to the needs of this customer base.

“Brandbase was looking for a solution that combined cutting edge technology with a solid reputation. Dynamics AX is an adaptable solution that can work with our evolutionary product line. Sunrise has phenomenal experience in our industry and we knew that they would provide the best service for Brandbase,” said Doug Saunders, VP of Operations at Brandbase.

“We are very excited to add Brandbase to our growing list of apparel customers,” states John Pence, President of Sunrise Technologies. “As a life-long skier and father of snowboarders I am also delighted that Sunrise has an opportunity to work with a company in such a high-performance industry. Our Textile-Apparel-Footwear solution is a perfect fit for a company like Brandbase.”

Sunrise Technologies was founded in 1994 as a consulting services company and has implemented many successful supply chain and ERP solutions. Sunrise is a Microsoft Gold Certified partner and is specifically recognized by Microsoft as the Microsoft Dynamics AX provider and industry expert for the textile, apparel, and footwear industries. Sunrise is headquartered in Winston-Salem, North Carolina with regional offices in Dallas, Texas and Los Angeles, California and a technology center in China.

For more information about Sunrise Technologies, visit www.sunriseconsult.com or call Sunrise Technologies at 336-722-6741.