

# the thirty-a REVIEW™

a review of 30-A's finest people • places • things

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# Sunrise Chair Company

BY KEMPTEN TAYLOR



to take great care of customers, while showing a sense of hospitality and setting the standard of service. The proof is in the pudding and the company's commitment to fashioning a classic beach chair coupled with a little southern charm makes this an ideal purchase for any beach-goer.

Sunrise Chair Co.'s products are made entirely from goods made in the USA and then handcrafted locally by the company's professionals who truly understand the importance of craftsman and integrity. Products are made from solid white oak that is milled in Alabama and shipped to the warehouse weekly. The team carefully assembles each and every chair using all rust-proof brass hardware that has been selected specifically to weather the elements. The fade-resistant Sunbrella fabrics used can be customized by color and logo embroidery, all handled

locally by Sunrise Chair Co. Chairs and tables are even dipped twice in polyurethane to provide that additional protection needed in the unforgiving sun and saltwater. McDowell personally inspects each and every item to ensure that it complies with Sunrise Chair Co.'s high standards of construction prior to delivery. The years spent working on the local beaches has provided a unique perspective into what it takes to make a great product. "We want our beach chairs to be the last beach chairs you will ever buy," says McDowell.

It did not take long for Sunrise Chair Co. to start buzzing amongst the resorts, property owners, and tourists alike. The company quickly made a name for itself and has completed custom orders for many established local businesses, including Southern Restaurant Group, 30A Gear,

the Sandestin Hilton, Stinky's Fish Camp, Henderson Park Inn, and many more. Customers ordering chairs and other products can expect orders to be completed within five weeks and smaller orders already in stock can even be delivered same day, free of charge. In addition to constructing new chairs, Sunrise Chair Co. offers chair restoration, which is recommended annually to ensure that the life and quality of their chairs is preserved throughout the years.

Handcrafted locally on 30-A, utilizing all American-made products, not to mention the timeless and comfortable style of Sunrise Chair Co.'s products make a great gift for any beach lover or for your own personal use.

**For additional information and ordering call (850) 499-8103 or visit [www.sunrisechairco.com](http://www.sunrisechairco.com).**



Brad McDowell

Your arms are full as you carry your sunscreen, towels, beach bag, cooler, and beach chairs down the sandy boardwalk to find that perfect spot to sun. Then you perfectly set up your area just as you want it for a great day in the surf, crack open a cold one and slowly slide down into your beach chair...then splat, your freshly sun-screened behind is in the sand because your rickety beach chair has bit the dust – again. Sound familiar? This scenario was all too common to founder and owner of Sunrise Chair Co., Brad McDowell. Longtime Santa Rosa Beach resident, McDowell worked in the beach service industry for years and over time discovered that there was a real need for quality beach equipment that could be made and sold on 30-A. To meet that need, McDowell and his team of seasoned beach professionals created Sunrise Chair Co. in 2013, offering customers a reliable choice for beach chairs, umbrellas, and tables.

"Working on the beach day in and out provided a unique insight into what would make the most durable, comfortable, and practical beach chair for guests to enjoy," says McDowell. "I saw a void in available options for the



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beach service industry, and set out to learn all that I could have handcrafting custom beach furniture." This void led to a successful family-owned business that showcases the team's promise to make a beach chair and accessories that truly stand up against the harsh elements, as well as provide comfort and style.

Sunrise Chair Co.'s crew is comprised of a group of longtime beach service providers: McDowell, his wife Jenny, and their two partners, Boo Freeman and Steve Hill. This beach service dream team painstakingly works to create custom beach chairs and products that will withstand the test of time as well as "play a little part in fostering that forever connection to the beach...a sense of the Gulf Coast that can be enjoyed anywhere, anytime," says McDowell. The company's mission is not only to manufacture the highest quality beach chair but