

# Upfront

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## The 2018 GlobalShop trade show in Chicago was a big success!

This year's trade show booth featured many new slatwall innovations including Subway Tile, PALLETwall and Dry Erase. Wind Mill introduced premium HPL panels like Copper Metal, Graphite, Concrete and Teakwood. Both DASHwall and CUBEwall were reimagined for the 2018 show along with a new melamine, Barn Board creating great interest.



Designers, architects and retailers made up the majority of the attendees. We also saw store fixture and P.O.P. manufacturers, as well as distributors.

Many of the designers and architects were astounded by the way our panels didn't look like typical slatwall. They loved Wind Mill's innovative approach and options for making slatwall unique.

One of the best quotes we heard at the show was from Reginald Rogers, New York Fashion Institute of Technology.

*"Thank you for making slatwall sexy again."*

Retail store chains communicated they have more projects and initiatives on the books for 2018. We frequently heard, "What's your lead time?" This was a great question as fast lead time is one of our strengths.

GlobalShop 2019 will be in Chicago again next year, occurring June 25th-27th. We are poised for all the follow up discussions, visits and quotes. Next year has us fired up already!

Visit [www.windmillslatwall.com](http://www.windmillslatwall.com) for more information on our innovative new slatwall and retail display panels.

## Downtown Retail Success

Annie's Fountain City Café located in downtown Fond du Lac was the winner of the Wisconsin Economic Development Corporation's Main Street Makeover Contest. The improvements made during a 48-hour makeover event in April gave the café its new look. As part of the renovations, Wind Mill Slatwall Products provided slatwall panels for the new merchandizing area of the café.

*"We went with slatwall because it is one of the most versatile ways to merchandise all the different product lines Annie's carries. She features a lot of different artists that have a lot of different products, hanging, on shelves or in bins. That's the beauty of slatwall, it accommodates all of the different product lines."*

Lyn M. Falk, President, Retailworks, Inc.



This unique contest not only provides additional support and services to the winning business, but it also showcases how retailers are reinventing themselves, gaining new market share.

*"This is so organized on this slatwall. It looks so pretty, people can actually shop it."*

Ann Culver, Owner, Annie's Fountain City Café

Annie's invites you downtown for a fresh baked apple turnover and a great cup of Collective coffee while you shop.



Watch the full video on our  
FB page:

**Wind Mill Slatwall Products**



## Brian Mentink Takes On New Position

Brian Mentink has been with Wind Mill Slatwall Products for 19 years. Recently Brian started a new role as Production Support. In his new position he will be the liaison between Project Managers and production. His position serves to provide accurate shipping dates to the project team while guiding employees with work flow and scheduling.

*"Brian excelled as the manager of the shipping department. I am excited to see him move to his new position as Production Support."*

Lance Dederig, Plant Manager



## Pine Hills Pro Shop, 28 Years of Slatwall & 3 Remodels!



John Wallrich has been the Head Golf Professional at Pine Hills Country Club for 29 years. During this time the golf pro shop has been remodeled 3 times. All of the renovations included slatwall from Wind Mill Slatwall Products.

*"We've been using slatwall since 1990 in the golf shop and we choose it because of the versatility, and its ease of use. Slatwall gives us many options to display merchandise, whether it's shelving or hanging rods."*

John Wallrich, Head Golf Professional.

The original Pro Shop had white melamine slatwall which was replaced ten years later when the second remodel was completed. At that time half of the new walls were Maple HPL slatwall. Last year the decision was made to renovate again. The plan this time was to save the existing slatwall and match it with new slatwall. The results are stunning!

Visit [www.windmillslatwall.com/blog](http://www.windmillslatwall.com/blog) to view this and other great stories!

### "Ask The Experts"

As part of Wind Mill's new website launch in 2018 a new "Blog" section was created. This page offers insight into many different topics with short videos and photo essays.



**"ASK THE EXPERTS"**  
Pine Hills Country Club



## Wind Mill Installs New CNC Machine



To meet the growing demand for customer requested specialized slatwall and other custom component parts Wind Mill Slatwall Products purchased a new CNC machine. This new machine from Biesse America was selected for its ability to produce high quality machining at tight tolerances.

Retailers' movement to machined panels beyond standard groove is evident with the growth of Wind Mill's Designer Series collection of slatwall panels. A special thanks to Wind Mill's Maintenance Manager, Gregg Hilbelink and others for the successful installation of our new CNC.



## Wind Mill introduces “Barn Board” at GlobalShop 2018.

Wind Mill showcased a new heavy weight Top Foil Overlay/Melamine finish Barn Board at GlobalShop 2018. This new high resolution finish is a great cost effective solution for the trending barn board design.

Barn Board is exclusively available on Anchor™ Core for slatwall, custom retail display panels and fixtures.



800.548.7528 | [InfoRequest@windmillslatwall.com](mailto:InfoRequest@windmillslatwall.com) | [www.windmillslatwall.com](http://www.windmillslatwall.com)  
Wind Mill Slatwall Products, A Division of Amerhart | 200 Balsam Road | Sheboygan Falls, WI 53085

Additional locations include Seattle, Washington.