

PROVIDING VALUABLE INFORMATION TO THE RETAIL DISPLAY INDUSTRY

Upfront

www.windmillslatwall.com

Wind Mill Slatwall Products | December 2018 | Issue 39



The Most Unique Locations Imaginable!



Wind Mill Slatwall Products has shipped slatwall all over the United States since 1980. One customer that never ceases to amaze us in their application of our products is Event Network, LLC.

They have been installing display panels in some of the most unique locations imaginable from the Shedd Aquarium to the USS Constitution Museum with the latest update at the New England Aquarium.

The New England Aquarium is a global leader in ocean exploration and marine conservation. With more than 1.3 million visitors a year, the Aquarium is one of the premier visitor attractions in Boston and a major public education resource for the region.

Event Network chose Wind Mill's Natural Maple Veneer with a clear finish for an update at the New England Aquarium. Maple is one of four veneers that we stock as part of our standard slatwall series. Wind Mill also stocks Birch, Knotty Pine and Oak Wood Veneers. For this installation a water based clear finish was applied to the Maple slatwall providing a long lasting, durable finish.

Event Network was born in 1998 and began with a store for the Titanic Artifact Exhibition in Boston. Larry Gilbert and Helen Sherman, co-founders of the company, led the effort to create a robust retail offering for Titanic (at the time, a fairly novel concept for museum exhibition retail); and, in the process, planted the seed for what Event Network is today—the leading operator of cultural attraction stores.



Photo: Clear Finish Applied to Maple Veneer

Lance Dederling Celebrates 30 Years of Service



Lance Dederling celebrated 30 years at Wind Mill on October 10th, 2018. Lance started in the shipping and receiving department, then was promoted to the department lead in 1999. He was promoted to Production Coordinator in 2012, two years later he entered his current role as Plant Manager. He has a passion for quality and can be often heard saying "Believe it's wrong till you prove its right."

He is an avid carpenter who built several of his own homes. Lance and his wife Holly have 2 sons, Devon and Darek.

Congratulations Lance, your hard work and dedication is appreciated!

Photo: Lance Dederling
Hard at work
6/1/1999

Wind Mill, What WE Do



We just finished creating a short video that takes you behind the scenes of Wind Mill Slatwall Products and into the essence of what we do. Wind Mill is more than custom slatwall, display panels, and component parts manufacturing, the employees of Wind Mill strive to provide solutions to maximize retail space for our customers, finding the right solutions.

If you have never been to Sheboygan Falls, Wisconsin or it's been a few years pop some popcorn and enjoy the short video. The employees of Wind Mill strive to provide solutions to maximize retail space, finding the right solutions. It all begins with our customers' needs, driving us to ask the question "What can we build for you"?



Watch the full video on our
FB page:
[Wind Mill Slatwall Products](#)

Mike Graume Retires from Wind Mill



Mike retired in October of this year from Wind Mill after coming out of retirement from a 38-year career at Amerhart. He was instrumental in the transition of Wind Mill into the Amerhart family. Mike served to build a strong connection between the Amerhart branches and the Wind Mill division. A resident of Three Lakes, Mike plans on being active all year round, from fishing to snowmobiling. Mike, we wish you all the best! Thank you, Mike!

Photo: Mike Graume and Mark Radtke
Snowmobiling in Three Lakes, Wisconsin area

French Quarter Slatwall

Wind Mill's Mark Radtke recently was in New Orleans for the Annual Shop Association meeting. He brought back this awesome photo of a Cajun Spice store interior in the French Quarter with very custom slatwall.

While we have never been asked to create anything quite like this, we appreciate the effort that went into this unique retail display, showing once again that there are infinite configurations of slatwall!



Photo: Custom Slatwall, French Quarter, New Orleans

What Can We Build For You?



Wind Mill Slatwall Products specializes in custom slatwall, retail display panels and custom component parts. Custom panels offer a variety of options including surface finishes, grooves and edge treatments. When additional strength is required, Wind Mill's exclusive Ani-Flex™ Core Technology delivers 50% more than most. Our expert Project Managers work one-on-one with you to ensure the success of your custom project.

We work hard to set the standard and go beyond it.



800.548.7528 | info@windmillslatwall.com | windmillslatwall.com



What Can We Build For You?

Wind Mill Slatwall Products launches a new advertising campaign “What Can We Build For You?” This campaign will promote Wind Mill’s custom slatwall, retail display panels and custom component parts. The collage photo represents just a small portion of the projects we have supplied!

Visit our website to see all the possibilities!



Ad for the upcoming Jan/Feb issue of Shop! Retail Environments Magazine

800.548.7528 | InfoRequest@windmillslatwall.com | www.windmillslatwall.com
Wind Mill Slatwall Products, A Division of Amerhart | 200 Balsam Road | Sheboygan Falls, WI 53085

Additional locations include Seattle, Washington.