

# Upfront

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## New Products Revealed at GlobalShop 2019

For more than 30 years, Wind Mill Slatwall Products has been exhibiting at GlobalShop. Our booth this year celebrated innovation with the unveiling of many new additions to the Custom Panels Collection.



**White Gloss Subway Tile**

Subway tile continues to capture the imagination. Our new gloss HPL treatment features painted vertical scores and aluminum inserts. The results look so real, we had many attendees asking if we use ceramic tile. White is only one of many possible color options available in this stunning high gloss laminate. Aluminum inserts can be custom painted to match or left raw as displayed for a striking contrast.



**Graphic Series HPL & Shiplap**

Shiplap with its distinctive horizontal score was displayed in a melamine finish and custom wood veneer option. Both offer a quick solution for installation eliminating the labor-intensive requirements of traditional shiplap.

Graphic Series HPL rounded out the new product offerings. This new series brings the full power of graphics and functionality together. Many attendees stopped in their tracks and stared at the beauty these panels bring with their stunning colors, high resolution and functionality!

## Pop-up Solutions by Wind Mill

A key trend in retail is the use of pop-up stores. These stores operate for days, weeks and even months before closing down, often to catch onto a fad or timely event.



Dave Herold & Mark Radtke at AIMExpo

Target locations are centered around high foot traffic environments like airports, sporting events, malls and trade shows.

## Fue Lee Retires from Wind Mill

Fue retired on June 28, 2019, from his position as laminating line operator in Production. This marked the end of a 16-year career with the Company which started in 2002 as a Manpower employee. In 2003 Fue was hired on 2nd shift as a CNC operator.

Fue had an exemplary work ethic, an eye for detail and a friendly nature. Everyone at Wind Mill wishes Fue a long and wonderful retirement.



Fue Lee (center) with Scotty Heinrich, Mark Radtke, Lance Dederig, Arturo Martinez, Jr.



# Bringing The Power of Graphics and Functionality Together



## Graphic Series HPL On Display at GlobalShop 2019

The response to the introduction of Graphic Series HPL at GlobalShop 2019 was overwhelmingly positive. Many designers and retailers discussed new ways to strengthen their brands while engaging customers.

The new series brings the full power of graphics and functionality together, integrating unique retail display panels with vivid color, ultra-high resolution, and durability. The series is offered as solid panels, DASHwall™ or custom slatwall. Combining feature walls with functionality has never been easier!

To better introduce the new series, Wind Mill produced a short video at GlobalShop highlighting its features. The video can be found on Wind Mill's website at the top of the blog page.

*For more stories like this, please visit our blog at [www.windmillslatwall.com](http://www.windmillslatwall.com)*

## "Ask The Experts"

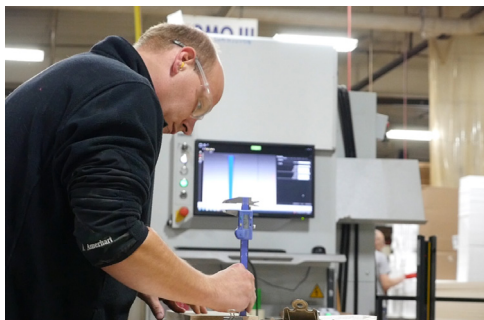
Merchandising grill accessories on custom slatwall has given Silica an edge over the competition. If you missed the story you can find it at [www.windmillslatwall.com](http://www.windmillslatwall.com)



**"ASK THE EXPERTS"**



## Wind Mill Featured Employee Scotty Heinrich



Scotty programming Wind Mill's new Rover CNC machine.

Scotty Heinrich joined Wind Mill 8 years ago in production as a temporary employee and was later hired on 10/31/2011. He plays a critical role in the production department as Production Manager. One of his many responsibilities is creating AutoCAD drawings, tooling management and machine programming.

Scotty and his wife, Laura have a son, Xander along with Kylee, two chihuahuas and a kitty.



## Innovation Continues at Wind Mill

We continually strive to enhance our product designs. A recent innovation has been the development of a groove treatment that perfectly matches our Barn Board surface finish pattern.

When required, this treatment provides another option to consider when the goal is to minimize a groove or dash in the panel.



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