

PROVIDING VALUABLE INFORMATION TO THE RETAIL DISPLAY INDUSTRY

Upfront

www.windmillslatwall.com

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Seasons Greetings

A Year of Graphics, Colors and Images!



Graphic Series Updatable Graphics

2019 Has been the year of graphics at Wind Mill. We released two new products in our Graphic Series collection, Graphic Series HPL and Updatable Graphics. These unique products offer both a permanent and updatable solution for slatwall and display panels.

"This is where graphics and functionality really come together. Wind Mill is taking graphics and photography to the next level, integrating it with the full functionality of our best retail display panels, custom slatwall, and fixtures" – Mark Radtke, Vice President and General Manager

Graphic Series HPL utilizes a new technology which prints directly to high pressure laminate. This process delivers vivid colors, ultra-high resolution and great durability. Brands can now reach their full potential, integrating logos, product images and graphics into the retail environment.

Wind Mill's latest offering, Updatable Graphics, enables display panels and fixtures to be updated in minutes.

This innovative system is comprised of three elements. A Wind Mill slatwall panel, proprietary Graphic-Serts™ and pre-cut printed strips, featuring your desired image.

The strips are individually numbered for quick and easy placement. Seasonal and promotional merchandising has never been easier.

Breathe new life into your retail environment and increase sales with Graphic Series HPL and Updatable Graphics by Wind Mill Slatwall Products.



Graphic Series HPL



For more stories like this, please visit our blog at www.windmillslatwall.com

The Lean Journey Continues



Lance Dederling reviews Lean improvements

Wind Mill's Lean Journey began in 2007. It continues today with a focus of completing a Lean project every calendar quarter.

In its simplest form, Lean Manufacturing seeks to improve the production process and increase efficiency. The most recent event focused on creating standard work instructions for a brand-new operation.

These events tackle specific challenges in a one-day time frame. A team is formed of employees from different departments, including the office. Each participant brings a different viewpoint and understanding of the challenge to help create ideas and solution.

"Ask The Experts"

Introducing Updatable graphics! This new video reveals our latest addition to the Graphic Series and how to get up and running in minutes. Available now at www.windmillslatwall.com



"ASK THE EXPERTS"

Matt Knickelbein Celebrates 30 Years of Service



Mark Radtke & Matt Knickelbein

Matt Knickelbein celebrated 30 years at Wind Mill on October 30th, 2019. Matt joins Rodney Gabrielse and Lance Dederling in 30 years of service. He is an avid hunter and master wood worker. Matt currently serves as the lead in our assembly department.

Congratulations Matt, your 30 years of hard work and dedication is appreciated!

Shop Rudolph Shop!

As we move into the heart of another holiday season it's important to remember local retailers. Wind Mill's East Regional Sales Manager, Dave Herold and his wife Gidgett have made it a holiday tradition to shop the sales on Black Friday. Gidgett has added a special touch, by having the couple wear different festive outfits.

"My wife Gidgett and I have been going shopping on Black Friday for the last 15 years. As if dragging me out shopping isn't bad enough, this year she made me wear a reindeer onesie! We had a lot of fun and it was great to visit so many stores that included our slatwall and display panels."

Please remember to shop local. Your hometown retailers are sure to have that something special you won't find online!



Dave & Gidgett Herold

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