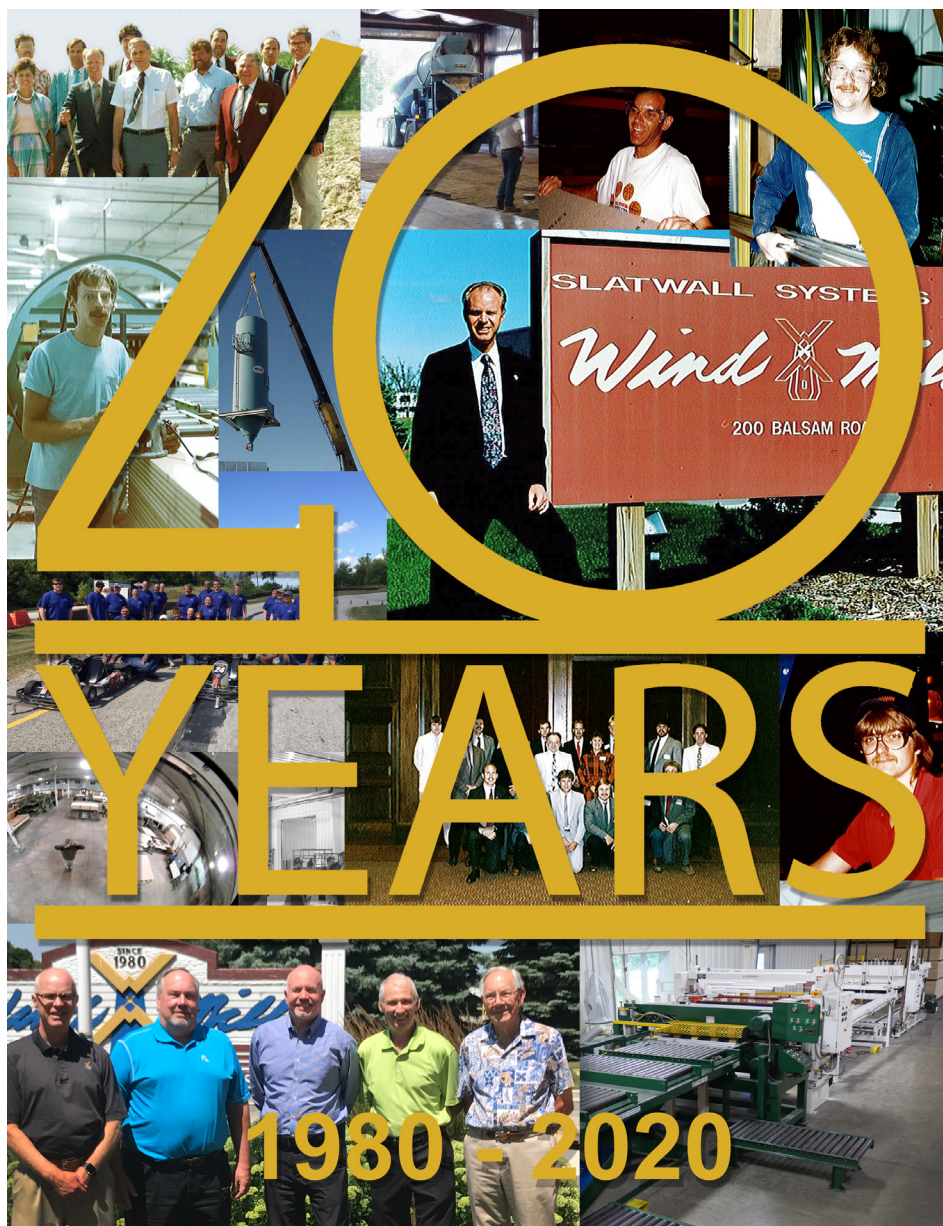


PROVIDING VALUABLE INFORMATION TO THE RETAIL DISPLAY INDUSTRY

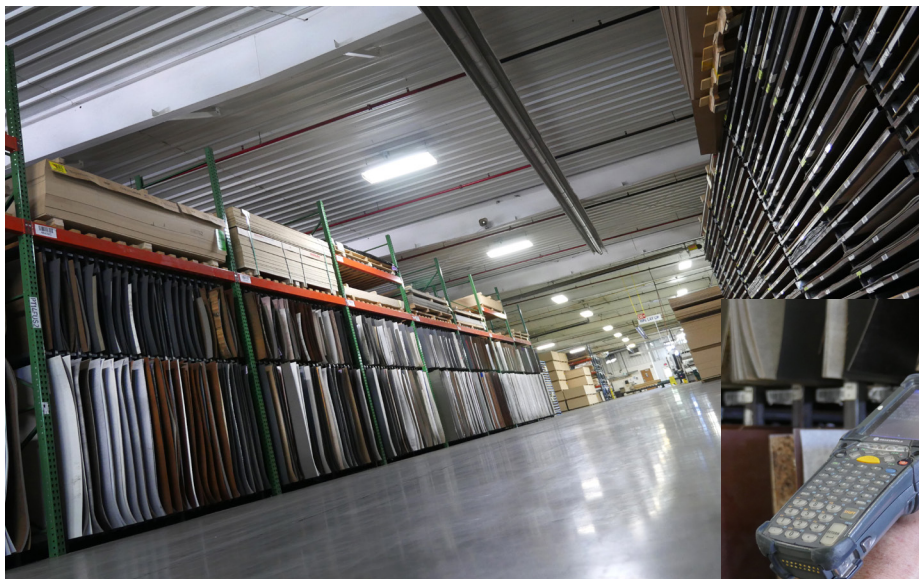
# Upfront

[www.windmillslatwall.com](http://www.windmillslatwall.com)

Wind Mill Slatwall Products | September 2020 | Issue 43



# Amerhart Sheboygan Falls Opens



Aisle 1 of 3, Formica Stock Storage



Amerhart has recently opened its newest branch location in Sheboygan Falls, Wisconsin. The branch will serve as a distribution center for Formica products throughout Northeast Wisconsin. Amerhart's decision to grow the Formica line required the branch be relocated to better serve the current customer base. This improves inventory and speed of product to market.

The new location will continue to serve the greater Milwaukee area, plus the growing Fox River Valley corridor. Sheboygan Falls was chosen as it continues to be a strategic location with the expansion of State Highway 23 to 4 lanes from Sheboygan to Fond du Lac, along with easy access of Interstate 43 to Milwaukee.

An additional benefit of the new branch location is its close proximity to Wind Mill. Wind Mill has recently expanded its high-pressure laminate layup capability to include a new dedicated HPL line.

The new line delivers the latest in efficiency and technology to meet growing demands. Many of the panels then go on for additional processing and machining becoming slatwall and other retail display configurations.

The Combination of Amerhart's new Sheboygan Falls facility and Wind Mill's expanded manufacturing capabilities will assure the continued growth of Formica in the region.



New HPL Layup Line



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



## Wind Mill Celebrates 40<sup>th</sup> Anniversary!



Mark Radtke discusses Wind Mill's success and congratulates employees.

On a beautiful afternoon in August, Wind Mill employees celebrated the 40th anniversary of Wind Mill Slatwall Products. Established in 1980, much has changed since the humble beginning of 2 men in a garage in Milwaukee, Wisconsin.

One year after its founding, Jay Hogfeldt would purchase the company from his partner to become the sole owner. In 1985, he moved the company to Sheboygan Falls. Here the company would grow three times to reach its current location and footprint. Amerhart, a long-time supplier and customer, would acquire Wind Mill in 2016.

Today the company continues to thrive, with innovative and new retail display products. What hasn't changed is the devotion of our employees, which will help Wind Mill flourish moving into the next 40 years!

## "A LEAN JOURNEY" Video

Join us for a quick journey through the Lean principles at Wind Mill. Lean manufacturing has helped us improve efficiency, reduce waste, and increase productivity.



## "ASK THE EXPERTS"

[www.windmillslatwall.com/recent-projects](http://www.windmillslatwall.com/recent-projects)



Employees enjoy a broasted chicken lunch

## Wind Mill Backs The Blue, Donation To Sheboygan Falls Police



Steven Ross, Chief of Police

Wind Mill recognizes the value of our local Police department and thanks them for their dedication to our community! With this in mind, the Wind Mill team recently donated several of their GarageEscape Organizer Kits to the Sheboygan Falls Police Department.

Chief of Police, Steven Ross accepted the donation, stating that the department will use the kits to recognize or reward helpful citizens for their efforts to support the Sheboygan Falls Police Department.

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## Pedego Electric Bike Shop Installs Updatable Graphics Slatwall

Pedego Electric Bike Shop of Traverse City, Michigan needed something unique for their new showroom. Their contractor, Master Craft Cabinets, reached out to us for a full image display wall. Our expert Project Manager, Nicole Krahn, listened to what Master Craft was looking for suggested Wind Mill's new Updatable Graphic display panels. The display panels can be updated in minutes with new graphics.

This innovative system incorporates a Wind Mill slatwall panel and proprietary Graphic-Serts™ designed to hold pre-cut printed strips without tape or adhesives. The strips are individually numbered for quick and easy placement. Updating is easy, reverse the process and install your new graphics in just minutes. Seasonal and promotional merchandising has never been easier for Pedego!



Pedego's 12' x 30' Updatable Graphics Wall

Breathe new life into your showroom and increase sales with Updatable Graphics by Wind Mill Slatwall Products.

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