

Upfront

www.windmillslatwall.com

Wind Mill Slatwall Products | August 2017 | Issue 35

Wind Mill Celebrates One Year Partnership with Amerhart

On August 1, 2017, Wind Mill Slatwall Products celebrated their one year anniversary of operating as a division of Amerhart.



(L-R): Mike Graume (Business Development VP-Wind Mill & Amerhart), Jay Hogfeldt (Founder & Past President-Wind Mill), Mark Radtke (VP & General Manager- Wind Mill), Richard Kasper (Founder and Past President- Amerhart), Mark Kasper (President & CEO- Amerhart)

The partnership between Wind Mill and Amerhart has presented many opportunities to maximize value in orders, from production to delivery. At the same time, we have extended our mission as a team to bring the highest quality products, expertise, convenience, and innovation to our customers.

"Continuing to serve our retail display industry base, as well as the garage and home organization markets was key, while at the same time, increase our production schedule to meet the needs of the Amerhart industrial customer base. Mike Graume leads the Amerhart Industrial Products business development role at Wind Mill and Mike has done an outstanding job of working with the branches, educating them on the types of projects that have fit, and finding the customers that we can deliver the most value for," states Mark Radtke, VP & General Manager of Wind Mill Slatwall Products.

Wind Mill has built a lot of great relationships with new customers through Amerhart already, and is looking forward to strengthening them even further.

"As we celebrate the one year anniversary of Wind Mill and Amerhart coming together, I thought it would be good to look back at the last 12 months. There is an old saying in corporate mergers that says, 'Culture trumps Strategy.' We knew that the Wind Mill culture and the Amerhart culture were very similar, so we had no concerns we would be successful. When there is a great cultural fit and a strong strategy, everyone benefits. The first year is in the books and we look forward to many more years of this partnership," said Kasper.

As a team, Wind Mill and Amerhart offer expertise, quality and a commitment to go BEYOND THE ORDER. Here's to many more years to come!



Customer Scoreboard

When it comes to slatwall, that is only the beginning of what Wind Mill's capabilities all entail.

When a prospective customer was having difficulties having success with other suppliers, due to delays in shipments, haphazard stacking and poorly trimmed panels, they came to Amerhart seeking a solution. Their challenges were quickly resolved with the help of Wind Mill's value-added capabilities and dedication to see a project through to the end.

The Customer: Lindgren RF Enclosures is a company that provides solutions for energy management, consisting of shielding, additions and upgrades, including full panel replacement. They had to build 4-by-8 panels to withstand MRI machine radiation for their client.



L-R: Scott Hendrikse and Scotty Heinrich work on the first copper layup order for Lindgren RF Enclosures.

The Challenge: Since standard wood panels do not protect against radiation, the project required copper—a material, which is not commonly laminated onto a



wood substrate—to enclose the rooms housing the MRI machines.

Wind Mill and Amerhart teamed up to tackle the customer's challenge, who wasn't able to find success in the past.

The Solution: Amerhart and Wind Mill worked together to produce and supply clean, well-made, copper panels that didn't require extra trimming. They reduced complexity and streamlined the process all the way from production to installation.

In the words of Lindgren's buyer, Keith Wolgram, "There's a sameness to all of them that's nice. It's almost like every piece that comes in is the same, and they're all fine." He described the overall experience as "problem-free."



Watch the Copper Layup Video!

Amerhart.com/custom-laminating-solutions/

Welcome

NEW EMPLOYEES

Scott Kautzer and Dan Kolste have joined our team of project managers. Project managers serve as the go-to contacts for customers, prospects and suppliers. They manage quote requests and orders, source materials, analyze shipping options and provide solutions for unique challenges.



Scott joined the company in January. He entails an immense knowledge within various trades of the construction industry, including residential construction, concrete and landscaping, with 25 years of experience under his belt. Scott is a seasoned project manager that has sought to convey visions, goals, ideas and solutions

to customers and prospects in the retail display market. Subscribing to his belief that an innovative company cannot rest on its past successes, Scott has served as a participant of our Kaizen team.



Dan was recently brought on board, bringing with him a strong customer service and sales background. He previously worked as a sales representative in the lumber industry, providing estimates and completing product orders. "I'm excited to be joining such a highly

accomplished company and for the opportunity to grow the same way the company continues to strengthen its reputation within the industry," says Kolste.

Celebrating National Employee Health & Fitness Day

What is it?

National Employee Health and Fitness Day (NEHFD), is a national observance day celebrated each May. It was created to promote the benefits of physical activity for employees through their work site health promotion activities.

For a little friendly competition, Wind Mill's employees competed in teams against each other. Each team participated in various activities, including: "Around the World" basketball, lawn darts, a "poker walk" along a wooded path, and walking on the treadmill throughout the day. At the end of the day, the winner's pictures below included: Matt Knicklebein (production), Scott Kautzer (project manager), Mike Gates (production) and Dave Herold (Sales Manager-East).



How do employees benefit?

- ✓ Increased productivity
- ✓ Increased well-being
- ✓ Reduced stress
- ✓ Improved physical fitness and stamina
- ✓ Team Building Culture

Take Me Out to the Ball Game!



Wind Mill's annual company outing was spent eating Sheboygan's finest brats, burgers and catching a Sheboygan A's semi-professional baseball game at Wildwood Baseball Park. Comedy singer/songwriter, Pat McCurdy, also put on a pre-game performance, allowing many laughs to be had.

All attendees enjoyed playing a statistics game with a variety of raffle prizes drawn throughout the game.

A Kaizen Success

KAIZEN PHILOSOPHY

Developing a culture where all employees are actively engaged in improving the company

ACTION PLAN

Organizing events focused on improving specific areas within the company

At Wind Mill's recent safety meeting, kaizen members were recognized for their success in improving the challenge of missing hardware pieces in ready-to-assemble display fixtures, by implementing kaizen practices.

Over the past several years, the procedure consisted of employees manually counting each piece, but occasionally one or two would be missing in a customer's shipment.

Since then, our kaizen team has implemented a new hardware template for each piece to be placed inside, eliminating the need to count and allowing for more accuracy.

The team also added a new, mobile, ergonomically-friendly work station.



Back L-R : Lance Dederling, Scott Kautzer, Jacob Ruiz
Front L-R: Scotty Heinrich, Jamie Skelton, Rodney Gabrielse and Khamsao Lee

PRSR STD
 U.S. POSTAGE
PAID
 SUN GRAPHICS
 SHEBOYGAN FALLS, WI
 PERMIT NO. 246

Additional locations include Seattle, Washington.

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

Retirement Congratulations!

After 36 years as President and CEO of Wind Mill Slatwall Products, Jay Hogfeldt is retiring and looking forward to starting a new chapter in his life. Jay will remain available on occasion to lend his expertise when needed. Jay is looking forward to seeing the success of Wind Mill continue as part of Team Amerhart!

"God entrusted us (Cindy and I) with Wind Mill in 1981 to be a good manager of His resources. We entrusted others, co-workers at Wind Mill, with these resources as well. They did fantastic and we had a lot of fun along the way. Thank you all. "I just happened to get here first!"

- Jay

