

Upfront

www.windmillslatwall.com

Wind Mill Slatwall Products | May 2019 | Issue 40

Sneak Peak, GlobalShop 2019!

Wind Mill Slatwall Products is excited to unveil the latest addition to the Graphic Series collection, Graphic Series HPL at GlobalShop 2019.

"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, DASHwall™, and fixtures inserts have never looked better." – Mark Radtke, Vice President and General Manager



Graphic Series HPL

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.



Solid Panels | DASHwall™ | Custom Slatwall

"We can now print up to an amazing 1,200 dots per inch. We are seeing remarkable results with a color palate that exceeds traditional UV ink processes. Brands can now reach their fullest potential, integrating logos and product images into the retail environment." Sean Casper, Marketing Manager

GlobalShop 2019 will be in Chicago, June 25th-27th. Many of our team members will be on hand ready to meet and answer questions. We are fired up for a great show.

Visit www.windmillslatwall.com for more information on our innovative new slatwall and retail display panels.

Join us at booth #4652

Silica For Your Home, Custom Slatwall Dives Retail Success!

Silica Hardware began in 1922 in Silica, Wisconsin catering to the needs of local farmers by specializing in hardware and household goods. Through the years, the business grew and now specializes in appliances, electronics and grills with the name Silica For Your Home. One way they stay relevant is never forgetting the need for effective merchandising. To this end, they just completed a major renovation of their Fond du Lac, Wisconsin Location.

"In today's world we're trying to provide footprints into the door, we're trying to give experiences to people, what we're looking to do is give them greater selection. A fun choice of products, whether its accessories or grills themselves." - Tom Schneider, Silica For Your Home



Tom Schneider, Silica For Your Home

Part of the renovation was a new display area for outdoor living. Tom wanted to create a "wow factor" so when customers walk in, they would be impressed and could see what Silica has to offer. To accomplish this Silica built a beautiful Pergola area incorporating custom slatwall from Wind Mill.

"We've sold grills for over 40 years. Generally, when you have grills you have free standing, ugly pegboard accessory racks that's given to you by the manufacturer. We wanted to show more accessories and the way to maximize that is to



Custom Barn Board Slatwall

put the accessories above the grills. The customization we had with Wind Mill's slatwall and the durability and strength of it, gave us the flexibility to do that. So now we are showing more accessories to the customers. It looks better, it looks like we are in the business, we're offering more and using less space."

Merchandizing grill accessories on custom slatwall has given Silica an edge over the competition.

"Slatwall gives us the flexibility to show it, to display it better, not hide it and people can shop it. We're driving more footprints in and it's going to be more profitable over all for us."



New Pergola Style Grill Area

Attitude Sports Bike, Skies & Slatwall



Attitude Sports Service Area

David Haase, owner of Attitude Sports knows what it takes to be successful in the demanding bike and ski retail industry. His current store has been in operation for over ten years. Wind Mill's slatwall and display fixtures have played an important role in the store's merchandising since day one. At Attitude Sports, the inventory is kept up front and rotates quickly.

"Ask The Experts"

As part of Wind Mill's new website launch in 2018 a new "Blog" section was created. This page offers insight into many different topics with short videos and photo essays.



"ASK THE EXPERTS"
Attitude Sports

"Wind Mill's slatwall is very flexible in its ability to display products. We like to change our displays and move product frequently, so we have a fresh look all the time. Additionally, we use slatwall gondolas for smaller merchandise. Slatwall has definitely made us more profitable!" David Haase - Attitude sports, Inc.

Visit www.windmillslatwall.com/blog to view this and other great stories!



Wind Mill Featured Employee, Arturo Martinez, Jr.



Arturo Martinez, Jr. (right) reviews production orders with Brad Pitzen.

Arturo Martinez, Jr. joined Wind Mill 4½ years ago in the production department. Last year, he moved into his current position as Production Supervisor. Arturo plays a critical role assuring that the production department meets its production schedule while maintaining the high quality standard Wind Mill is known for.

"It's great being a part of the Wind Mill team. I have had many opportunities and I look forward to building the success we have become known for."- Arturo Martinez, Jr.



"Graphic Series - HPL" a key feature at GlobalShop 2019.

Wind Mill will exhibit both single and multiple graphic panels at GlobalShop 2019. The center piece of this year's booth is a 10-foot-wide Graphic Series HPL, DASHwall™ with solid side panels. An additional single panel finished as custom slatwall with mil aluminum inserts will be displayed on the exterior of the show booth.

Be sure to visit us at **Booth #4652**

Wind Mill
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Additional locations include Seattle, Washington.