

PROVIDING VALUABLE INFORMATION TO THE RETAIL DISPLAY INDUSTRY

# Upfront

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

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Wind Mill Slatwall Products, A Division of Amerhart | 200 Balsam Road | Sheboygan Falls, WI 53085

# Kaehler Luggage

**Kaehler Luggage** has been outfitting world travelers since 1920, offering the finest selection of quality travel cases and accessories. As a specialty store, they select products based on a vast experience and knowledge of manufacturers, materials, and design, offering only high end luggage. Recently they added a 5<sup>th</sup> location in Hinsdale, Illinois. We interviewed manager Mark Kemerer as to why Kaehler selected our PALLETwall™ display panels.

## Mark why did Kaehler choose PALLETwall™ for this new location?

"We chose PALLETwall™ because it was different from what everyone else was doing out there and we liked the way it could be customized. Whether you're staining, painting or



leaving it raw I think it adds another level of uniqueness to our stores."

## Was the PALLETwall™ difficult to install?

# Welcome



Sean Casper comes to Wind Mill with over 25 years of experience in marketing and digital media production. Having studied with University of Wisconsin Oshkosh, he is currently working on his EMBA. Sean has held marketing positions for organizations that supported top consumer brands, including, Mercury Marine and Alliance Laundry Systems. He most recently ran his own production company, Paradigm Media, Inc. where he produced 50 plus shows for "the Outdoor Channel" and "Wild TV."

*"We are very excited to have Sean's experience, creativity and leadership here at Wind Mill... And, in this role, Sean will have a great opportunity to influence our future growth and success," states Mark Radtke, Vice President and General Manager of Wind Mill Slatwall Products.*



"The PALLETwall™ was actually pretty simple to install, a couple of people were able to lift it, and it just drops in place."

## How does PALLETwall™ accent your products?

"We like the PALLETwall™ because of the way it accents and highlights our made in Chicago leather goods, like our made in Chicago duffels or made in the USA Filson goods. So just like the PALLETwall™ made in the USA, I think it's a good match."

## Would Kaehler choose Wind Mill again?

We would defiantly choose Wind Mill again for our other stores whether it is in a different color palette or the exact same gray.

Thank you Kaehler Luggage for choosing Wind Mill's PALLETwall™



Watch the full video on our FB page:

**Wind Mill Slatwall Products**

## Wind Mill Employees Give Back to the Community



Wind Mill employees, not race cars, hit the track at Road America as 94 teams and 2,865 people took part in the annual road America Walk/Run for the American Cancer Society. Even the cold and rain couldn't dampen the fun on October 28<sup>th</sup> by Wind Mill employees and families as they completed the 4 mile course that helped ACS raise more than \$150,000 for the fight to find a cure for cancer.

## Wind Mill Supports Make a Wish



On August 21st, Wind Mill supported the Make a Wish Foundation by sponsoring a team to play in the annual Sheboygan area fundraiser.

This was the 13th year that Wind Mill has supported the event.

"Not only was the 21st the great Solar Eclipse Day, the event eclipsed at the previous year record of funds raised!" states Mark Radtke, local volunteer of the Foundation.

Enough funds were raised through the golf and auction program to help grant more than 40 wishes to families during the next year.

Make a Wish grants special wishes to local children battling life threatening medical conditions to provide the hope, strength and joy they need to endure challenging times.

Photo: Dave Herold, Jay Hogfeldt, Sarah Radtke & Mark Radtke

## Mobile Ready QTR 1

### Wind Mill to launch new website in 2018

Over 61% of a web searches now originating on mobile devices. Our new website will be ready to go mobile with you!



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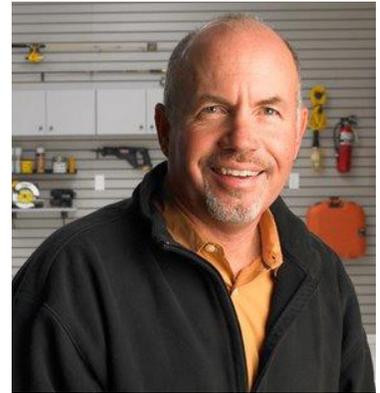
## Thanks from the GM

It's a great time of year to be thankful... and I'd like to personally thank all Wind Mill customers, suppliers and the dedicated employees who make it all work.

We had a very successful year of growth and that was only possible by the combination of excellence in communication, training, continuous improvement and a culture that allows our team to grow and have fun.

Much appreciation and thanks also goes to Jay Hogfeldt and Mark Kasper. To Jay who wrapped up his career and ownership of Wind Mill this last year. To Mark Kasper of Amerhart, the new owner of Wind Mill. Their trust in me and our team is exceptional.

Let's have a great New Year!



Mark Radtke, General Manager  
Wind Mill Slatwall Products

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Additional locations include Seattle, Washington.