

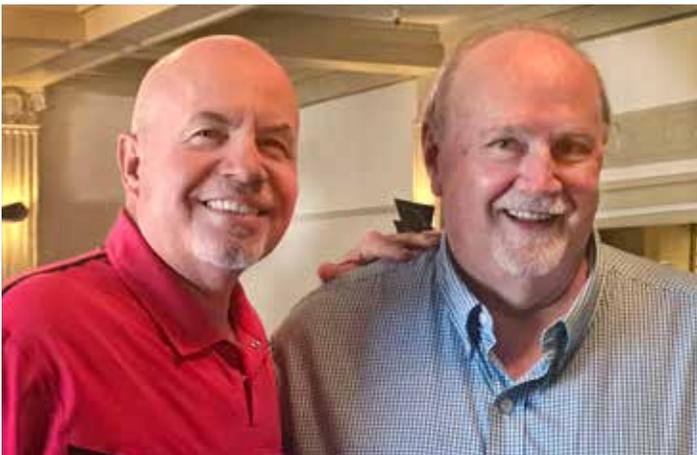
Upfront

www.windmillslatwall.com

Wind Mill Slatwall Products | August 2018 | Issue 38

Steve Stoler, Long Time Friend of Wind Mill Retires After 39 Years

Steve Stoler retired on August 1, 2018 from his position as Particleboard Sales & Marketing Manager at Boise Cascade, marking the end of a 39-year career with the Company.



Mark Radtke and Steve Stoler

He started with Boise Cascade in 1979 when he was recruited to handle claims on rough sawn mahogany siding. He continued to advance through the Company, and was promoted to manage the siding claims office in Minneapolis in 1986. Thirteen years later, Stoler relocated to the Corporate office to handle large claims.

Stoler's exceptional leadership skills extend beyond the Boise Cascade office. Beginning in 2004, he served as Boise Cascade's representative on the Board of Directors of the Composite Panel Association. In 2016, Stoler became Chairman of the CPA.

Steve had not only a big impact at Boise Cascade but also at Wind Mill Slatwall Products. In 2010 he was part of a team that was instrumental in the development of Anchor™ Core. Anchor™ Core is specially engineered for slatwall applications and the retail environments market.

"Steve and his team, along with Amerhart, were instrumental in bringing Anchor™ Core to Wind Mill. The Anchor™ Core substrate has provided Wind Mill a tremendous market advantage that a majority of customers now ask for... mainly because of the added strength (50% stronger than premium MDF) in slatwall applications. Steve has been an amazing colleague and supply partner over the years and all of us at Wind Mill wish him and his wife Barb, a long and happy retirement."

Mark Radtke, Vice President & General Manager, Wind Mill Slatwall Products.

To learn more about Anchor™ Core please use the QR link or visit: <https://www.windmillslatwall.com/perch/resources/>



Anchor™ Core



DCI-Artform Rolls With Wind Mill

DCI-Artform a manufacturer of mobile in-store displays needed to accommodate heavy merchandise with product weighting up to 85 lbs. Holding incredibly heavy product would prove to be a challenge.

DCI selected Wind Mill Slatwall Product's Anchor™ Core Slatwall for their display. Anchor™ Core was perfect for the job with a load capacity 50% higher than standard MDF. For additional strength and design aesthetics mill aluminum groove inserts were used.

"We selected Wind Mill Slatwall Products for our display system for several reasons. Wind Mill's Anchor™ Core slatwall is the best in the industry. They provide a high value, high quality product in a timely manner. We have worked with Wind Mill for many years now."

Tim Roob, Production Manager

DCI-Artform has locations in the US and Europe serving top consumer brands.



Photo: Jay Hogfeldt, Sarah Radtke, Mark Radtke, Bruce Van Dommelen, Second row - Wayne Larrivee

19th Annual Make-A-Wish

2018 marks the 19th annual Sheboygan Area Make-A-Wish fund raiser. The outing was held at Pine Hills Country Club, located in Sheboygan, Wisconsin. Enough was raised to grant nearly 45 life-affirming wishes.

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.

Small World - Alaskan Adventure!

Wind Mill's Vickie McCabe and her husband set off for the vacation of a life time to Alaska, only to run into Mike Arveson from our parent Company Amerhart! Amazingly both employees had booked a vacation on the same cruise line without knowing the others plans. Vickie enjoyed seeing Denali, whales, bears and zip lining in the rain forest. Turns out the world really is a small place! Vickie McCabe has been with Wind Mill Slatwall Products for 22 ½ years. She currently serves as the Manager of Administration.



Vickie McCabe and Mike Arveson

Powersport Dealers Trust Wind Mill



Wind Mill Slatwall Products recently completed a video about the use of slatwall in powersport dealerships. While filming we had the chance to tour many dealerships. What we heard was inspiring.

"Hands down slatwall definitely helps us present our products and makes us more money." Sean Bracey, Parts Manager, Cedar Creek Motorsports.

The powersport industry changes with the seasons, this requires merchandise to be rotated quickly. Many manufactures supply planograms for their product displays. *"With slatwall we're able to set the products up to their specifications."* Kathy Pernsteiner, Ecklund Motorsports.

This is important as many financial incentives are attached to the proper display of products. Andrew Kletti of Ken' Sports, Inc. summed it up best, *"Slatwall is a very important product for us, it allows us to have a lot of items on display. Without it we wouldn't be as profitable, we wouldn't be able to showcase the products that we would want to be able to showcase."*

"Ask The Experts"

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



"ASK THE EXPERTS"
Powersport Dealerships



Watch the full video on our
FB page:
Wind Mill Slatwall Products

Baseball, Apple Pie and Slatwall!



To meet the growing demand of baseball fans the Sheboygan A's are building a new pro shop. The new building will be located at the Wildwood Baseball Park. Next season the A's merchandise will be displayed on Wind Mill manufactured slatwall with red PVC accent strips. The Sheboygan A's are a semi-professional baseball team and a member of the Wisconsin State League and Northeastern Wisconsin Baseball League.





Subway Tile Look Has Arrived!

Wind Mill Slatwall Products is excited to introduce “Subway Tile” to our Designer Series Collection.

This functional slatwall features custom machining and groove treatments to deliver that distinctive subway tile look. Strength is equal to beauty with Anchor™ Core. Wind Mill’s engineered material is 50% stronger than competitive MDF panels.

Visit our website to see all the possibilities!



*Ad from the July/August issue of
Shop! Retail Environments*

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

Additional locations include Seattle, Washington.