

PROVIDING VALUABLE INFORMATION TO THE RETAIL DISPLAY INDUSTRY

Upfront

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Wind Mill Slatwall Products | December 2021 | Issue 44



*Seasons
Greetings*

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

Wind Mill Important Updates



As Wind Mill begins its 42nd year in business, Mark Radtke, Vice President and General Manager, shares some important updates.

“We are very fortunate to work with some top retail brands across the United States, and store fixture manufacturers, to build some of the most unique slatwall and retail display panels you have ever seen. We have enjoyed helping to reinvent wall and fixture systems so that merchandise and the experience of shopping can be enhanced and enjoyed.”

With over 40 years of innovation, Wind Mill has redefined slatwall. A vast array of styles, from Construction Series to DASHwall, and dozens of unique designs are currently offered.

This creativity continues today with our industry leading Graphic Series Slatwall. Stunning high resolution updatable printed graphics are now an affordable option that can help retail space designers push the limits of store interiors.

“We start with the best materials. Our AnchorCore leads the way as the strongest core material available, engineered to perform and carry heavy merchandise with ease. A variety of aluminum insert profiles are available to add strength and beauty.”

Wind Mill’s unrivaled ability to design and manufacture customized retail display panels starts with our customers and employees. Our project managers assist you from the original quote through delivery. Prototyping along with research and development are important elements that can guaranty success. Advanced manufacturing capabilities are supported by a dedicated team operating in a lean environment. As a division of Amerhart, Wind Mill is part of a robust organization with a large network of resources.

“The products we manufacture at Wind Mill are behind some of the most recognizable and iconic brands we know. Solutions built to fit what you need. Whether you’re looking for a single item or a multi-location roll out, we invite you to bring your next project to us.”



For more stories like this, please visit our video page at www.windmillslatwall.com

Partnership with Amerhart, Zuern & WM



Leah Gustafson of Amerhart's Green Bay branch outside sales team worked with Wind Mill Project Manager, Mandy Scharenbroch to create a Graphic Series Slatwall display for Zuern Building Products of Franklin, Wisconsin. Leah selected this cutting-edge solution because it offers a high level of artistry, with the versatility of slatwall.

The new installation enables Zuern's salespeople to sell Amerhart products more effectively. Leah appreciates the ability to showcase samples of Amerhart's Wood Specialty products and various Amerhart Fabrication products with eye-catching graphics.

"The goal of the project was to have an interactive display that looks great and is quickly updateable. Wind Mill cut the panels to size for me, making assembly quick and easy. I had the entire display wall up in an hour. With Wind Mill's exclusive Anchor Core reinforcing the panel, I felt confident hanging heavy products on it, and best of all Zuern's management and salespeople are excited with its high-end look."

-Leah Gustafson

Wind Mill Supports Toy Drive



As we are approaching this holiday season, there is one simple act that you can do to help brighten the lives of local children. Wind Mill is hosting a Toy Drive to benefit Make-A-Wish® Wisconsin to help fill their Wish Closet. We have added a QR code and link to participate. Your generous donations will bring joy to local children who are battling critical health conditions! Every wish child and sibling receives special gifts from Make-A-Wish throughout the wish process. It begins with an ice-breaker gift during the initial visit and continues through the fulfillment of the child's magical wish come true. Whether a child wishes for a camper, a bedroom makeover or something else, we want to ensure that their Make-A-Wish experience is magical and fills them and their families with a renewed sense of hope, strength and joy!



Scan QR code to donate or visit wish.org/wisconsin/amazonlist

Matthew Knicklebein a 30-year veteran of Wind Mill Slatwall Products



"Matt" is currently serving as Wind Mill's Maintenance Manager starting in the summer of 2021. What suits Matt so well in this role is his longevity at the company and his great knowledge of all the operations we run. From building cabinets and custom fixtures to fabricating custom jigs for specialty retail parts, Matt has excelled at finding unique ways to solve many manufacturing challenges.

As Matt enters this phase of his career, he finds himself supporting all the operations through his maintenance role... and we are lucky to have him!

Wind Mill navigates the supply chain and delivers for customers during 2021

The calendar year 2021 created record levels of opportunity for Wind Mill to deliver retail display panel products to customers. Our growth was close to 40% and this was happening as the supply chain crisis was in full swing.

Thanks to our key supply relationships for board, high pressure laminates, top foil papers and aluminum inserts, we can produce and deliver in a reasonable time frame for most projects. For 2022, we are gearing up for another year of growth and look forward to working with you through the challenges you face. We will be open, honest, and always work to inform you of what we “can” do for you.

Thanks to all Wind Mill customers for your confidence in us. We truly appreciate it!

-Mark Radtke



Mark Radtke, Vice President & General Manager

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