

OVER- gebürstet

Redecker's brush magazine
Issue No. 15 / January 2015



Squeaky Clean!

... could be our motto – because what else would a brush manufacturer be talking about?

In days gone by, girls usually learned which cleaning materials and brushes to use in various situations in their home economics class at school – back then it was taken for granted that this was a woman's daily chore.

Thankfully, this has thoroughly changed over the decades: Women work in leadership positions; men take time off to look after the children and the household. But it often becomes clear that the good old home economics class would still be useful, as often there is a lack of knowledge – also among men,

the “tool experts” – of the simplest tools and techniques. There is a correct tool for everything, including tools for all types of cleaning, but there is also a need to catch up in brush lore. It is not without reason that special brushes are designed for many applications: for cleaning car rims or mushrooms, Meissen porcelain or gutters; for polishing shoes or for sweeping the veranda. Redecker brushes are meant for everyone who wants to approach a task in a practical and thorough manner and who values design and handcraft.

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Dear Friends of Redecker,

The craft of brush-making, as learned by Friedrich Redecker, the company's founder, is slowly being forgotten – because there is a lack of new blood, and automation and standardized production has become the norm. We are of the opinion, however, that without the diversity of hand-made brushes, something is being lost, and would like to demonstrate this in this issue of “Quergebürstet”. Even small children enjoy crafting something with wood and bristles! We value the preservation of passing down the skills and knowledge of the brush-making guild and continue to show this in every Redecker product. We wish you an enjoyable read!

Yours truly, the Redeckers
quergebuerstet@redecor.de

Specialty tool with high value of use designed for „Special Missions“.

Bicycle/Motorbike Brush
500652

Dust Brush
460119

Wall Socket Brush
310612

NEW!

Shoe Shine
Brush with
Handle
380621

When you use this handy little round brush, all you need is a quick flick of the wrist to clean your wall sockets. Simply insert this innovative horsehair brush into the socket and turn it around once or twice, and you're done!

Dust Pan /
Hand Brush Set
110034

Mushroom Brush
331010



Cleaning Without Missing a Single Spot!

It should be clear by now that house cleaning is not just “women’s work”, but it is also definitely not a minor matter. There are recognized professions that concern themselves with professional cleaning – and, naturally, it continues to be a part of home economics instruction. Therefore, as brush-manufacturers, we are particularly proud that we were asked to provide photos of our products for a vocational textbook called “Squeaky Clean – Fundamentals of Home and Textile Care” („Alles im Reinen – Grundwissen Haus- und Textilpflege“).

Perhaps the sight of our products might tempt some of you to learn the craft of brush-making. Unfortunately, ever fewer people are taking up this trade as here, too, industrial and automated production is taking over from the handcraft – but it is not being totally replaced! The individual care taken in handcrafting our products is and remains the reason for the global success of Redecker products: Handmade in Germany in accordance with long tradition.

Clean gutters easily with the right tool!



Gutter Shovel
306020



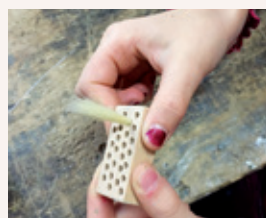
Gutter Cleaner
306030



The Children’s Group "Kiebitz Kids"



The kids around Gernot at the workbench: How exciting!



The youth adventure group “Kiebitz Kids” has existed in our town of Bockhorst/Versmold for a long time. Every school-age child from the area can join the group that was initiated by the local heritage association called “Heimatverein”. The idea of the volunteer supervisors (Gernot Redecker is one of them) is to show the children what is behind the things that they encounter in everyday life. So, for instance, the carers go into the forest with the children and explain aspects of nature to them. They learn how to build small winter homes for native animals, how to slice and cook sauerkraut, or how butter is made. In November the “Kiebitz Kids” visited our workshop. Here, each of them was allowed to sand their own wooden brush body, drill the holes and then thread them with bristles to make a children’s nail brush. A fun event at which there were many questions but also much laughter, it was marked by pure bustle and excitement! Each and every one of them was so proud to have made something with their own hands.



Everything about Coffee



In November 2014 we were invited to Korea by our long-standing customer, Museo. As ambassadors for the brand, Felix and Gernot Redecker visited their stand at the "Café Show 2014" in Seoul on two days. Of course, Gernot Redecker could not pass up the chance to give Mr Seo, the owner, and Claire Kim and their team a very special present: A one-of-a-kind espresso set, made just for the fair,

with brush, hand broom and small dustpan. The invitation to this fair, where everything revolves around coffee, was the fulfilment of a dream for Gernot Redecker, who is a coffee lover and connoisseur. Accordingly, the coffee from Museo's own roastery with which he was presented is cherished and every sip is savored. Thank you again, Museo, for these fantastic days!

Column



Men and house cleaning?

That is not incongruous in this day and age, is it?

Admittedly, we men may usually take more of an interest in the detail than in the whole, but much has changed in contrast to how it used to be. And with professional tools, everything is easier anyway.... Plus, the kids should also be introduced to the subject. In my experience, whether in the child's room or when helping around the house, if your child does something together with you, then it is also fun. Especially when, on top of everything else, design and functionality harmonize. Then you are probably using a Redecker product: Handmade in Germany!

Yours, Gernot Redecker



Our special espresso set was the eye-catcher on the trade show ...



More impressions of our trip to Seoul ...

A Surprise Pre-Christmas Visit ...

... at the company Preuss in Speyer on the Rhine led to a loud and heartfelt "Hello". Jutta Redecker visited our customers spontaneously, without an appointment (she was in Speyer on other business) and was delighted at what she found there: a beautiful store with many Redecker products, some of which she had already encountered outside the door. While the shop had previously stocked mainly guns and knives (which made sense for Hermann Preuss, a skilled gunsmith), the family has since



Family Preuss midst of their Redecker product range.

switched its focus: We got to know one another during a visit to our stand at the "Ambiente" in Frankfurt; they started to think about brushes and household products and placed an initial trial order.

Now Mr. and Mrs. Preuss have been good customers for many years and we see each other regularly in Frankfurt. We offer our heartfelt congratulations for this wonderful, successful store!

Trade fair dates 2015:
We are looking forward welcoming you!

**MAISON
&OBJET
PARIS**

Maison & Objet
Paris
Jan. 23 - 27, 2015
Hall 6, Q71

**SPRING FAIR
INTERNATIONAL
INSPIRING BUYING**

Birmingham Spring
Birmingham
Feb. 1 - 5, 2015
Hall 6, 6N04-P05

ambiente

Ambiente
Frankfurt
Feb. 13 - 17, 2015
Hall 1.2, G60



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