

The family business goes into the third round

Getting started

A family business thrives on the enthusiasm of its members. This is now being displayed by a further Redecker: Felix Redecker, 28-year old production manager and marketing expert, who is currently with Reinert in Versmold, has decided to step in and take a role in controlling the future of the family business. Felix is the third Redecker to make the Brush Company the main purpose of his life following its foundation in 1935 by Friedrich Redecker (the 'boss' as he was known in the family), and the subsequent takeover by the current owners Jutta and Gernot. We put the following questions to Mr. Redecker junior:

Q: Hello Mr. Redecker! Has joining the business come as a surprise to those involved?

F.R.: No, not really. I had spoken with my parents on a number of occasions about if and how we might work together in the company and how responsibility could be passed on at some time in the future - although we hadn't made any definite plans. I give my parents a lot of credit for never turning their wish into



Friedrich Redecker, the 'boss', founded the business in 1935. The third generation is now entering into the business.

an obligation or request to join the company. It has always been an issue, but an open one. This allowed my decision to mature over time.

Q: When was the decision finally reached?

F.R.: It was very simple and uncompli-

The Redecker family touring France last autumn: from the left: Gernot Redecker, Jutta Redecker, Felix Redecker and his fiancée Jana Körte.



Dear friends of Redecker,

We are overjoyed that our son Felix is joining the Redecker family business and have dedicated the leading article both to him and to the third business generation he represents.

There is also news from Redecker's 'Ideas Workshop': on pages 2 & 3 you will find our improved Shop in Shop system and the new simplified method of displaying our hair brushes.

In our Employees' Gallery you will meet the heroes from the warehouse who are responsible for ensuring the quick and safe delivery of Redecker products. We hope you enjoy your read and that we will meet again in the next issue!

Kind regards
The Redeckers
quergebuerstet@redecor.de

cated. Around Christmas last year my parents asked me directly whether I could envisage joining the business. I said yes. The only problem was finding the right time, as leaving Reinert had to be carefully planned.

Q: Up to now you have made your career in a completely different industry. How does one make the transition from sausages to brushes?

F.R.: There are indeed a number of differences with regard to the products and marketing of them. But, however, as a product manager with a main focus on exports, coupled with my familiar knowledge of the Redecker product world, I believe I'm well equipped to take on the challenge.

[Editor's comment: we learned from Jutta Redecker that Felix had often accompanied his father on his visits to suppliers and customers at the tender age of 11, even keeping notes of the meetings. A thoroughbred Redecker businessman! Since turning 18 he has also acted on behalf of the company on a number of occa-

Q: Where do you see your main areas of responsibility in the coming years? Are you, in effect, taking over the responsibility from your parent's generation by joining the business?

F.R.: No, No! Things aren't going to happen that fast. Of course the reason behind entering the business is to ease the burden on my parents and to take over responsibility at some point. But I don't see that happening for a number of years yet. We're looking forward to a period when we can work together! My first task will be to support and further expand exports, which have grown considerably in the last few years.

Q: When will your 'first day' with Redecker be?

F.R.: I'll still be heavily involved with Reiner until the end of the year. My 'Redecker period' will begin in the New Year with a stroll across the yard to my new job. Part of entering the business involves being on the premises in order to be present when needed, so we (Jana, my

future wife, and I) will also be moving in to the large family home there.

Q: We wish you all the best and a good start with Redecker!

Felix Redecker: The youngest Redecker brings his know-how and enthusiasm into the business.



Redecker Shop in Shop 2009

Even more simple, economical and variable

Just in time for the New Year 2009, we have improved Redecker's Shop in Shop system and extended it with some variable components. We have taken the 2-metre cupboard units out of our range of products, as customer feedback showed that two one-metre units could often be more easily adapted to their requirements. We therefore now sell two

single one-metre units for the price of one 2-metre unit!

The real highlight though is the extension to the 2-cupboard system, which was successfully tested at the last Paris trade fair. We have purpose-built shelving and a metal plate to fit exactly between two one-metre units thereby increasing the presentation area by 20% (more, if more shelves are used) at a mi-



Our Shop in Shop system also cuts a fine figure at trade fairs

nimum of costs. The complete system now provides a presentation area that is three metres long and provides space for a large Redecker collection with sufficient space for reserves. Together with the additional handle-holders and extensions, the system now leaves virtually no wish unfulfilled!

Shelving
Cupboard base

Order no. 100107
Order no. 100108

The shelving and large metal cupboard-bases of our new Shop in Shop system can be used to connect the modules of two Shop in Shop units. The modules are fixed onto the sides of the cupboards.



New: The Redecker system for displaying hairbrushes

Practical application for traders and customers alike. The new Euro-hanger for hairbrushes



We have now developed a new and amazingly simple system to add to the foam plates in our point-of-sale display. With this we have, in the inimitable Redecker manner, met the repeated demands for standard euro-holes with which to hang the brushes. The handles of the brushes are fixed to pieces of tapered card with shrink foil; this allows customers to take hold of the brushes and get a feel for them, instead of having to make the decision to purchase purely on the basis of appearance. A further advantage is that the brushes no longer have to be packed in boxes but can be delivered ready for sale.

The product holders contain all relevant and product-specific information as well as any applicable EAN code. The lower section of each brush display is individually printed with a description of the

brush's material, purpose and suitable usage. On the back of the display there is some general information about brushes and a short introduction to Redecker company philosophy. The compact holder facilitates handling and displaying the product so that you, the customer and we all benefit equally.

Column Libération with Redecker

Next to "Le Monde" and "Le Figaro", the "Libération" is one of the most important and widely read daily newspapers in France. We were all the more delighted to find that in the rubric Tentations (Temptations) almost a whole page had been dedicated to Redecker products.



The accompanying article was about the wide range of Redecker products and the ingenuity of our Ideas Workshop, which has produced, among other things, the Redecker leaf-, book- and computer brushes. Many thanks Libération! And of course, we are hoping that numerous French customers succumb to the Liberation temptations...

Gernot Redecker

Regards Gernot Redecker

BürSTE in Berlin

The German word for brush maker is 'Bürstenmacher'; imagine our surprise on discovering a very special kind of citizens' association called Bürste right in the middle of Berlin, in the Stefan's Quarter to be precise. "Citizens for the Stefan's Quarter in the district of Mitte" grew out of a neighbourhood project, which has taken on the cause of improving the quality of local urban co-existence as well as the role of 'spokesperson' for the neighbourhood.

Our enquiries revealed that a lot of the association's ideas and activities were



on ice and waiting for a bit of help and support. For example, from us! And what is more suited to Redecker's Brush Company that the following activity?

A big handicraft workshop held from October 20 – 24, in which children trans-

formed brushes donated by Redecker into puppets. The children then put on a puppet show, which they had studied with the artistic support of volunteers, before displaying their works of art in an exhibition in the neighbourhood youth club. We were delighted to be able to be part of this good-neighbours project - and of course with the wonderful works of art that resulted from it.

A little paste, paint, paper and a few beads transform a washing-up brush into a fairytale figure. The children's enthusiasm knew no bounds. Afterwards, they put on a play with the puppets they had created.



Redecker's 'little people': The warehouse crew

Nothing works without them, and certainly nothing goes into the post!

The ten organising talents in Redecker's warehouse: they pack and ship, re-order and finish, stack, shift and label.

The two specialists at the head of the warehouse crew are Michael Schieleit-Theurer and Birgit Twelkemeier, both experienced "Redecker experts".

Warehouse supervisor with 'cruise control': Michael Schieleit-Theurer.

He's does endurance sports and jujitsu: perhaps it's because of his high level of physical fitness that warehouse supervisor Michael always moves at an impressive pace, no matter what he is doing. Seeing his quick, calm and careful handling of pallets and large orders makes it obvious that he is in his element.

Perhaps the calm and friendly manner with which he carries out his job is rooted in the meditative strength of the eastern martial arts philosophy - at all events, it's a remarkable encounter in a place that is usually full of action. Whatever it is, it works!

It doesn't matter what time of year it is, you will always find Michael in a t-shirt, making him readily identifiable (at least in winter) for visitors - if they hadn't already spotted him because of his conspicuous size, that is. Michael has been with Redecker now for more than 14 years and our warehouse is no longer viable without this father of two.



Birgit Twelkemeier and Michael Schieleit-Theurer supervise the Redecker warehouse and complement each other both with regard to the distribution of jobs and their capabilities - ensuring safe delivery of your orders.

Public spirited organising talent Birgit Twelkemeier

Birgit has been with us for more than 10 years now and complements her colleague Michael in the best possible way. She is renown for her organising talents, which can be seen in the perfection with which she deals with those tasks that are often overlooked in the greater scheme of things. Her element is the preliminary work, those things that need to be done meticulously and conscientiously, and without which the big jobs couldn't be done. She also applies her exceptional abilities to the organisa-

tion of those very distinctive Redecker company outings and parties. Whether it's a trip in a covered wagon or a canoe tour, she is always part of the organising team. The 37-year old usually works part-time, although her children, at 14 and 18, are already almost 'grown up'.

One warehouse - one team

Our warehouse supervisors and their team - seven further warehouse employees and one trainee - ensure the efficient and punctual delivery of our products. Not an easy job with 500 m² of storage space and over 1,000 different products to contend with.

Trade Fairs 2009

Redeckers with a double-size exhibition stand!



Maison & Objet
Paris
Jan. 23 - 27, 2009
Hall 6

ambiente
Internationaler Fachkongress



Ambiente
Frankfurt
Feb. 13 - 17, 2009
9.2, B 98



Vivaness 2009
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