

QUER- gebürstet

Redecker's brush magazine
Release Nr. 1 / February 2008



The environmentally friendly wood "from the kiln"

Trends in 2008: Thermowood

It's been a big hit: Thermowood, with its great range of possible uses in all areas which are exposed to moisture, is one of the important topics for the wood industry in 2008. The heat treated wood is predominantly used for patio floors, for indoor flooring and, most recently, has been used for furniture making. Redecker has reinvented the method for all areas of the kitchen and bathroom and is currently the only brush manufacturer supplying Thermowood.

The method of making wood durable, water resistant and hard is actually ancient: What else was it that the primitive peoples, e.g. Native Americans, were doing when they used to harden their spears and arrows in the fire? Even in our part of the world, it has been common practice for centuries to carbonise the bottom end of fence posts and supports in order to make them more resistant to moisture.

The Thermowood phenomenon has been scientifically researched since the 1920s, but it wasn't until the 90s that a reliable and practical method was discovered, which combines a high level of efficiency, a low energy requirement and the maximum retention of stability in the wood.

What is Thermowood good for? And what qualities does it have?

Thermowood undergoes a type of "baking" process at high temperatures and changes its molecular structure in such a way that the wood sugar caramelises, thus closing the pores. The wood can then either only absorb little or no moisture. It becomes lighter, harder and no longer shrinks or wells. It is practi-

cally immune to mould and rot and thus becomes as durable as tropical woods. The effects of heat give the wood in the products a very light and pleasant smoky scent and a fine dark colouring. The dark brown colour does however change to a greyish silver shade if exposed to UV light for longer periods (applies especially to wooden facades and flooring).



The wood is now ideal for all areas in which the wood is constantly exposed to moisture, from the bathroom to the sauna.

However, the best thing is that the wood requires no further treatment after it has been thermally enhanced. You



Jutta and Gernot Redecker

Dear friends of Redecker,

It is finally here – the first edition of QUERgebürstet, a magazine about (Redecker) brushes and natural wood products. We will be presenting new and interesting items from our world from an unconventional point of view.

The focus will be on those matters which are of interest to Redecker's partners; you are of course welcome to pass on QUERgebürstet to your customers however. We look forward to active feedback to our first edition: both praise and criticism are equally welcome!

*Yours,
the Redeckers*

*Post to the editorial staff:
quergebuerstet@redeckers.de*



Native woods, as durable and resistant as tropical wood: Thermowood



Water runs right off – nevertheless the surface is open-pored and warm: Thermowood



opposite). We are pleased to be able to provide you with an almost complete range of personal hygiene products for the bathroom and sauna in "Thermo" quality: Bath brushes, hair brushes and nail brushes, soap dishes and bath mats.

For more information please contact us on ++49 (0) 54 23 -94 64 -0 or by e-mail at info@redecker.de.

can completely dispense with oils, wax or lacquer coatings – whereby it is often recommendable to treat the wood with natural oil or wax. The wood is thus sealed whilst remaining breathable and is given an even darker, exotically warm shade. Lightening caused by UV light can also be reduced by treating the wood with the respective oils and waxes. Incidentally: Thermowood does not stain, even if left to sit on natural stone or other sensitive surfaces (e.g. wash basins, floors) for long periods. We have

experimented with various woods for brush production for a long time in order to find a suitable material for our needs, because heat treatment renders Thermowood "brittle" and it can split easily when punched by the bristles: But we have found it, and now almost exclusively use ash for our Thermowood collection because it has prominent grain which becomes all the more striking after thermal treatment (clearly visible in the picture of a massage brush



The woods for Redecker's Thermowood products are heated for a day in large kilns.

Redecker wood trends and new items 2008

Fish-shaped brushes, Thermowood and plain shapes

The Thermowoods products clearly take centre stage amongst the new items for 2008. But there are also certain new items and articles which are really special:

The new fish-shaped oiled beech wood brushes, for instance, which are wonderfully elegant and handy with their elongated, rounded forms.

Further products will also be added to the current Thermowood collection over the course of the year. The first new items, e.g. simple new soap dishes made of fine heat treated squared timber, will be on show for you to admire at the first trade fairs in 2008. The general trend is towards straight, simple shapes.



Redecker shop concepts



Irgendwie-Anders is somehow different. Browse and shop in the comfortable atmosphere of a living room ...

Irgendwie-Anders: Small area – great presentation

A good example of a successful shop presentation carrying Redecker products is the shop "Irgendwie-Anders" newly founded by Martina Braband in Hirschaid.

Martina Braband has converted the lower floor of her house into a cosy, attractive little shop. With an eye for detail, an atmosphere has been lovingly created which invites the customer to come in and browse.

Sales on an area of 25m²

Alongside Redecker products, many other attractive and useful objects can be picked up and perused - and of course bought - within a floor space of just 25m².



Martina Braband in front of the Redecker Shop-in-Shop-Element.

Martina Braband has erected a Redecker shop-in-shop module with a width of two metres for Irgendwie-Anders because it is particularly suited to showing off the Redecker range with limited space availability.

Consultancy in Versmold

Preceding this was an intensive consultancy meeting with Jutta Redecker. After studying the catalogue, Martina Braband quickly made an appointment and visited Redecker in Versmold (this service is of course available to all of our customers). An individual solution was produced to work out which product mix best suited the existing range. It was then put together and lovingly sorted and shelved. Brushes for domestic use and the bathroom, towels and other domestic objects are sorted in the cabinet element in a seemingly casual manner, and give customers and visitors the chance to keep discovering new items.

As well as the unusual and attractive external appearance of the shop, Martina Braband's wealth of ideas for the layout of the shop which, according to her own description, offers "gifts and decorative items", is central to its special appeal: simply "somehow different"!

We wish Martina Braband continued success and commitment in her small but classy shop.

Stay somehow different!

Column



Is there a "basic package?"

Which Redecker articles are most suited to my range? Which articles should be offered in combination with each other? What is the "basic package" for me as a trader – and for what end customers is it? These are questions I often hear at trade fairs and on the telephone. As is usually the case, the answer cannot be given in just two words. It really depends on the shop concept, the location and the audience. However, we have developed a basic range, the elements of which are all connected, and with which we have enjoyed great success over many years. It contains various goat's hair brushes and feather dusters from the domestic items range, the PC and book brush, fly swats and various twisted wire brushes on a sales hanger, and the radiator brushes in their sales stand.

Bath and massage brushes, nail brushes, comb cleaners, wooden hair brushes, wooden soap dishes, loofahs and soap from the personal hygiene range are also included.

This package of items is perfectly at home in our attractive, one-metre-wide shop-in-shop display which we also use at trade fairs. A glance at page 10 of the current catalogue provides you with an overview of the available versions.

I will happily advise you, and provide you with detailed information by phone. However, for many customers, a personal visit to one of our trade fairs has proven to be that "eureka!" moment: It gives you the chance to truly "grasp" all the shop elements and products – and I am more than happy to take time for a personal consultancy meeting. See you soon!

*Yours,
Jutta Redecker*

Friendly competence: The telephone crew

They spend hours every day on the telephone, they always have ten orders on their mind at a time, they take care of 20 special requests simultaneously and know the Redecker warehouse (almost) completely off by heart. The three ladies on the Redecker customer telephone.

Heike Poggenklas, Sabine Kraak and Silvia Dierich are our friendly and experienced employees for all Redecker products and can find a simple solution for almost all needs. But who are the people behind the friendly voices?

We would like to get to know the trio a little better:

**"The speedy one":
Heike Poggenklas**

Heike Poggenklas, for instance, who is

now even geographically connected to the company: she lives next door. Heike, mother of a grown-up daughter, is the contact for all non-German speaking customers, because she's the most proficient in English and French. Speed – not just from a sporting point of view – is her trade mark: It's not unusual for the customer to be left speechless when she only takes a moment to reflect, and then comes up with the one good suggestion which puts paid to all feared problems: "Hmm. You know what? We can do that quite simply ..."

**"A source of calm":
Sabine Kraak**

As the sister of boss Jutta Redecker, Sabine Kraak belongs to the family.

Whether or not it is this fact which gives her such an unflappable calm demeanour (or whether it is her farm with sheep and horses), we cannot say. One thing is for certain: Sabine Kraak, mother of two children (14 and 16 years of age), keeps calm – even when everybody around her is losing their head and the telephones are overheating. In a company with such a comprehensive mail-order business, this composure can be regarded as key ability.

**"The thorough one":
Silvia Dierich**

Fully qualified tax consultant, Silvia Dierich, has not forgotten the values of her one-time career: She carries out and documents all actions with painstaking precision. And that's a good thing, because as well as conducting brush-related consultancy discussion with numerous customers and suppliers, she also deals with accounts matters. However, having two children (4 and 12 years old) means she cannot be there all the time; flexible working hours allow her to work the phones, sometimes in the morning and sometimes in the afternoon.

The three ladies share one thing which they cannot hide: Their friendly open manner, which is evident from their work together and with the customers, despite being very different in character, is something which comes quite naturally. So ... next time you phone to place an order, open up this page, listen closely, have a look and decide yourself:

Would you have recognised all three from their voices?



Friendly competence: Sabine Kraak, Silvia Dierich, Heike Poggenklas

Messetermine 2008



Maison & Objet in Paris
05. – 09. September 2008. Hall 6

Masthead



QUERgebürstet –
Redecker's brush magazine is issued
irregularly several times a year and is
published by
Bürstenhaus Redecker GmbH
Bockhorster Landweg 19
D-33775 Versmold
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Unit price:
€ 0.55 plus P&P

Editorial and production:
Weiß & Partner, Oldenburg,
www.weiss-partner.com