



QUER / gebürstet

Redecker's
Brush Magazine

Issue No. 23 · January 2019



NEW CATALOGUE, NEW PRODUCTS:

Sustainability in the most attractive package with Redecker

A new Redecker catalogue has arrived – and as usual it is very special. In addition to its many great new product ideas, it is completely redesigned and features an individual bonus from the well-known illustrator Rüdiger Pfeffer, who has made a pilgrimage with us and

presented the Pope with a gift (see QUERgebürstet No. 21 from the autumn of 2017). Mr Pfeffer has contributed his beautiful illustrations to present our products in a way most fitting to the season. ▶



DEAR CUSTOMERS AND FRIENDS,

Another year has passed and once again we aim to delight with a completely redesigned and revised catalogue brimming with innovative products and Redecker favourites. Our Theme of the Year is the consistent sustainability of our products from materials to production. But there is still more to this issue of Quergebürstet and you will find it in the highlights and trends for 2019, Redecker "on the move", and a special tribute to our employee Heike. The dates of the fairs are also included – just flip to the reverse side. We are looking forward to seeing you in Paris, London, Birmingham and Frankfurt!

Yours sincerely, the Redeckers
quergebuerstet@redecor.de



380010
shoe cleaning box

IN THE SPIRIT OF SUSTAINABILITY

It's not difficult to find a suitable heading for the new Redecker products, as the subject of sustainability is very important to us and serves as a guideline for the characteristics of almost all new products in our catalogue. That's also why we have a brand-new brochure with many tips for keeping our products both beautiful and functional for a long time to come, which many people have been eagerly awaiting. By the way, our catalogue is also produced in a completely CO₂-neutral process. The wood content of the paper comes from sustainable forestry, naturally.

THE NEW CATALOGUE: CHOCK FULL OF IDEAS

But now to the novelties for 2019. A real highlight is the completely re-designed shoe polish box. You will never need another one again! In addition to its large compartment, which can easily hold all of your shoe polishes, applicators, polishing brushes, cloths, and more, we are particularly proud of its ingenious design: the lid is covered with leather from the inside and when folded down it becomes the ideal place to work on shoes in a professional manner, without any additional newspaper or cloth. Stylish and practical!

In addition, we're introducing a new idea around our successful and beautiful sweeping sets with magnetic attachments.

In addition, we have found some exciting and sustainable products from other areas:

ILLUSTRATOR OF THE REDECKER CATALOGUE

Rüdiger Pfeffer

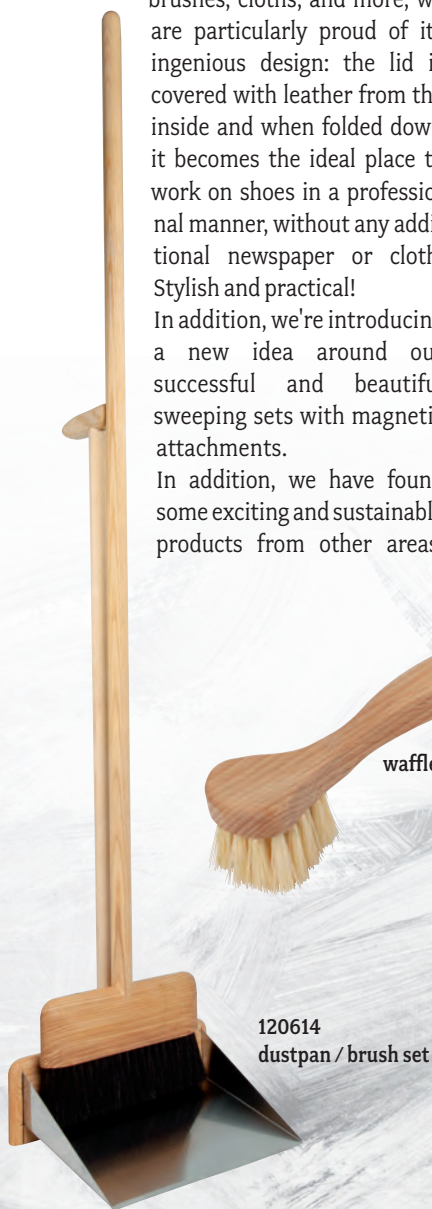


- * Studied painting at the Arts Academy of the city of Düsseldorf
- * Diploma in visual communication at the Münster University of Applied Science
- * Since then, painting, graphic design, images and texts for advertising agencies
- * Book illustrations, comics, cartoons and works on religious themes, drawing and comics workshops



Our tried and tested potato and onion sacks, our new spice, fruit and vegetable bags, a sling, ideal for transporting everything you need for a stylish picnic, for example – and an infinitely reusable stainless steel drinking straw accompanied by a cleaning brush. What a great sustainable gift! In view of the now almost year-round barbecue season, we

also have perhaps the best barbecue tongs in the world along with all kinds of special kitchen accessories such as the BBQ marinade brush and a specially shaped waffle-iron brush. As always, we look forward to your feedback on the new products and are happy to explore any idea you may have on them!



120614
dustpan / brush set



322516
waffle machine brush



850002
straw set

751045
BBQ brush



757546
barbecue tongs



COLUMN

What is sustainability?

What kind of word is that? Hardly anyone can explain to me what it means literally – and yet it is on everyone's lips. In fact, the German word for it – Nachhaltigkeit – is an old term that was used for the first time in the 18th century to describe a forest industry that doesn't cut more trees than it can grow back. Even then, it seems to have been an issue. And today, "sustainable forestry" is still a fixed term with a whole certification industry that has developed around it. For us, sustainability means more than the sensible extraction of raw materials, as Redecker products are always developed for longevity and a long service life. In this endeavour, the quality of the natural raw materials we use is an important building block. We also feel that products themselves should be as honest as those who produce them. This means that we will never produce large industrial quantities of our goods, on the one hand because natural raw materials are limited in their availability and have to have adequate time to grow back, and on the other because they behave differently and require more individual attention in production. That's the way it is – and that's the way it shall remain.

Yours, Gernot Redecker

"Natural materials" – We're staying natural!

For our brushes, we only use natural materials for the body and bristles while avoiding mixtures with synthetic fibres. However, many competitors are now doing exactly this because sourcing natural bristles and fibres is difficult. These are constantly rising in price and often unavailable in sufficient quantities. Yet, because these plastic mixtures do not have to be labelled more precisely, the term "horsehair mixture" can mean

that only the smallest proportion of the bristles is actually genuine horsehair – the rest is cheap plastic. Redecker, on the other hand, is dedicated to retaining its usual quality standards. In order for you and your customers to be able to recognise what you are buying, we have paid particular attention to an exact specification of the materials used in the re-design of our product labels.



Wim Luijpers – Movement is Life

Movement seminar at Redecker: On a Saturday and Sunday in October we had a movement seminar together with our employees with Wim Luijpers (www.wiml.at), a Dutch movement and running trainer, who has specialised in the improvement of the quality of life by improving movement sequences. With an incredible amount of fun in theory and practice, we learned where back or

neck pain can come from – and how to correct it. Together with Wim we then learned and practised his method of walking from the movement theory of Feldenkrais – and will surely soon say "goodbye" to the back pain. Fully motivated, everyone is now swinging through the offices, warehouses and workshops...



HEIKE POGGENKLAS WAS THE FIRST REDECKER EMPLOYEE

Where did the past 30 years go?



On September 1, 1988, we welcomed our very first employee, Heike. Without her, we would not have been able to manage the transition from a typewriter-based operation to a then-innovative word processing technology and the introduction of item numbers for our products. This was a real feat at the time. But back then, many things were done differently compared to now. Everyone was able to jump in and do almost any task, because they had to. Tasks such as packing parcels, writing invoices, selling brushes at the

market stall, going to fairs, pulling brushes by hand - there is nothing in our company that Heike cannot do or hasn't yet done at some point. Today she is one of the true "Redecker pillars": the go-to person who knows everything, can answer every question and is still the first contact person for many customers.

Thank you Heike, for always being there for us, giving us the benefit of your thinking, and passing on your experience!

EVEN MORE ACTIVITY AT REDECKER:

Soccer darts for everyone!

Ever played soccer darts? We have! With the loveliest sunny weather, the Redecker sports event took place directly on our site. Here is how it works: Velcro-trimmed footballs are shot toward a gigantic inflatable dartboard, to which they adhere unless you miss the target. The points are counted as in a darts game, and even the shooters with

less experience had a real chance at winning, as the field for "2x19" is located far below. Employee Simon Friesen was the best and won after three rounds. Congratulations! At the following barbecue we all enjoyed together, there was plenty of opportunity to discuss scores and personal skills extensively.



Trade fair dates 2019:

We are looking forward welcoming you!



Maison & Objet, Paris

Jan. 18 - 22, 2019 | Hall 2 | B24 C23

TOP DRAWER

HOME | GIFT | FASHION | CRAFT

home – Top Drawer, London

Jan. 13 - 15, 2019 | Olympia

SPRINGFAIR

Birmingham Spring, Birmingham

Feb. 3 - 7, 2019 | Hall 6 | H04-J05

ambiente

Ambiente, Frankfurt

Feb. 8 - 12, 2019 | Hall 1.2 | G60



HARROGATE HOME & GIFT

Jul. 14 - 17, 2019 | DP1 | DP1 - A71



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