

OVER- gebürstet

Redecker's brush magazine
Issue No. 4 / September 2009



75 Years Redecker – a family-owned company

How everything started

How did the Redecker brush company actually start 75 years ago?

After Friedrich Redecker “senior” started to become blind at the age of four and even operations could not make any real improvement, he was enrolled in the Soest school for the blind, where he received the standard training for the blind of the time: the craft of making brushes.

Because “Friedel - the boss” has an entrepreneurial spirit, he built up a small company over time, with which he could provide for his wife and three sons. As a passionate chess player he was actively involved in several associations in North Rhine Westphalia. He was highly disciplined and kept on plying his trade until his death at the age of 72.



Leni Redecker with her sons Gernot (right) and Reinhard in the fifties.

Was that the end of the brush production?

Lamentably for the “boss” none of his sons wanted to continue with the trade and the company, but went off into other career directions. When Redecker senior died in 1986, Gernot Redecker, the youngest son, and his wife decided to work off the remaining material and to continue - short-term at first - with the Redecker brush company on their own initiative. Therefore a market stand was set up at the pollack festival in Borgholzhausen to sell off the brooms and brushes. Nobody reckoned with the success: All products were sold out during the first weekend. The Redeckers ordered more material...

So, it did continue...

Other markets and sales successes followed, in-

creasingly on good craft markets, soon beyond the borders of the region. The house cellar served as production workshop and a living room was turned into an office. The first employees were appointed and lunch was enjoyed together in the kitchen.

Dear Redecker fans,
The time has come: Bürstenhaus Redecker is celebrating its 75th anniversary. We are marking this occasion with a new and extensively revised catalogue as well as a look back at seven and a half decades of Redecker.

Thank you for your decades of loyalty to Redecker products and the company Redecker. We are proud of our active and imaginative customers who provide suggestions for new developments time and time again.

By the way: The fact that Roger “007” Moore is interested in a Redecker PC brush (page 2) proves that Redecker products are of star quality.

We will see you at the trade fairs in 2009 and 2010 (see back cover)!

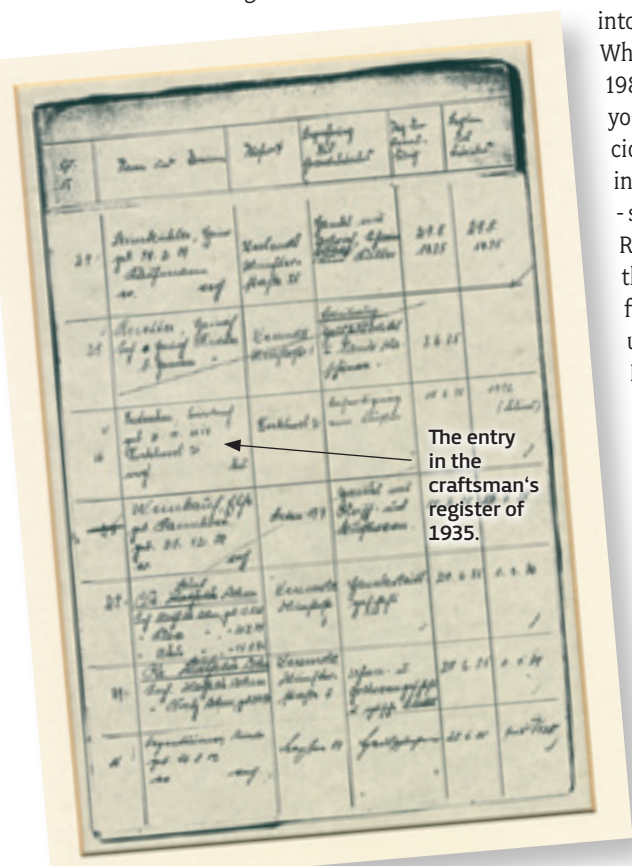
Your Redecker Team
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In the course of the ecological wave of the late eighties, the market sellers soon

Friedrich Redecker in the eighties with his grandchildren Anna (right) and Felix (joined the company last year...).



Friedrich Redecker in the eighties with his grandchildren Anna (right) and Felix (joined the company last year...).



The entry in the craftsman's register of 1935.

developed into a small wholesaler. Step by step the cellar was exchanged for a renovated barn, which was exchanged for a newly built office building in the

middle of the nineties, warehouse buildings were added and the company grew.

Attending trade fairs – increasingly also internationally – acted as driving force and still today stimulates not only business relations but also ideas for new products and product areas. This way a true ideas workshop has been established in Versmold where new articles are constantly developed and existing ones improved. In the meantime a shop was opened in nearby Bad Rothenfelde, acting as our own “test market” and providing expertise with regard to product presentation.



Today: A modern third-generation family-owned company

Change and ongoing development have always been good company tradition at Redecker: In January 2009 one of the two children, Felix Redecker, joined the company. The continuation of the “Redecker tradition” into the third generation has been secured...



Jutta and Gernot Redecker on the pollack festival in Borgholzhausen – the start of the “new” Redecker brush company. Visible: Fun and joy in action...

Just a minute...

The elaborately designed pages at the start of each section in our new catalogue are the result of extensive, focused and creative teamwork. During a photo shoot in the Redecker garden that lasted into the evening, one arrangement after another was created, inspected, corrected, rearranged and finally photographed with the use of garden hoses, picnic tables, paddleboats, old suitcases and walnut boards. Our photo shows Nils

Mönkemeier from the Weiß & Partner advertising agency in Oldenburg and the Oldenburg photographer Bernhard Weber shooting the arrangement “Cooking and Baking”. Not shown but heavily involved: Jutta Redecker, who took this photo and Gernot Redecker, who is probably selecting another wonderful old oak board to act as a photography table and background in one...



Column beauty & nature

In many cases customers, particularly in the cosmetics segment, are not sure what materials are really suitable for which application. Just the selection of the right hairbrush, the number of rows, the size, the right bristles can turn the daily battle with your hairstyle into a nurturing, pleasurable experience.



Our “Brushes 101” flyer can help. More on hairbrushes and massage brushes will follow soon. But of course they will not replace personal training and the advice I have provided in the beauty & nature shops (see right). When time permits and if advice on product presentation is needed, customers are welcome to request a training session for their employees. This often leads to an individual concept on the selection and use of a Redecker product range tailored to their specific needs.

Ask us about the options for a personal consultation!

Yours, Jutta Redecker

Stars and Shootings: License to Brush

Who is being photographed – and why? What does the hair of Roger Moore have to do with PC brushes?

One would think stars in the world of brushes are relatively rare. Wrong!

When Felix Redecker helped a friend in the book trade answer a quiz question (“In how many 007 movies did Roger Moore star as James Bond?”), she didn’t really think she would win the grand prize. Dinner with Roger Moore. Yet his grateful friend made a clear commitment: “If I win, I’m taking you with me!” And – she won. Soon an exclusive dinner was held with 13 other guests. Appearing: Roger Moore, James Bond fan Felix Redecker and – a PC brush we

presented to the movie star and UNICEF ambassador as a gift. As you can see, he was overjoyed (and very much inter-



ested). But Felix Redecker’s suggestion to call this item the “007 Brush” henceforth ended up being discarded...

Jutta and Gernot Redecker had the opportunity to participate in extensive photo shoots in their first official booking as a model couple: For a catalogue photo shoot under the motto “Anyone can Bake”, the company RBV Birk-

mann (www.birkmann.de – top-quality cookie cutters, baking dishes and pans) was looking for honest and genuine cooking and baking professionals. The Redeckers didn’t have to be asked twice and spent a pleasant afternoon with plenty of laughs and actual baking under the eyes of professional photographers. Not only were the results delicious but also appealing to the eye: Lars Birkmann is now enjoying top-quality pictures (and so are we!).



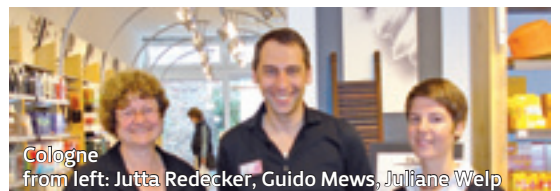
beauty & nature

The exclusive beauty & nature natural cosmetics shops and studios count on Redecker products – and focused employee training.

Naturally, you are beautiful – that is the slogan the three beauty & nature branches have subscribed to. A concept that combines the sale of premium natural cosmetics with cosmetic treatments is being offered in Berlin, Cologne and Munich – with great success. Redecker products have long been available in the beautiful stores.

Now the employees in all three cities have received detailed personal training on brush materials from Jutta Redecker: Selecting the right bristles and fibres for cosmetic applications was covered along with the types of wood used for brushes.

Naturally, the humidity-resistant and environmentally friendly thermowood topped the list.



Cologne
from left: Jutta Redecker, Guido Mews, Juliane Weip



Berlin
from left: Dagmar Böschen, Thorsten Schwuchow, Jutta Redecker, Diana Röhl, Linda Häusler



Munich
from left: Veronika Berger, Sigi Schröder, Melanie Ganter, Tobi Huber, Julia Hülsmann, Richard Niemöller, Sibylle Müller, Oliver Klinge, Marina Ostermann

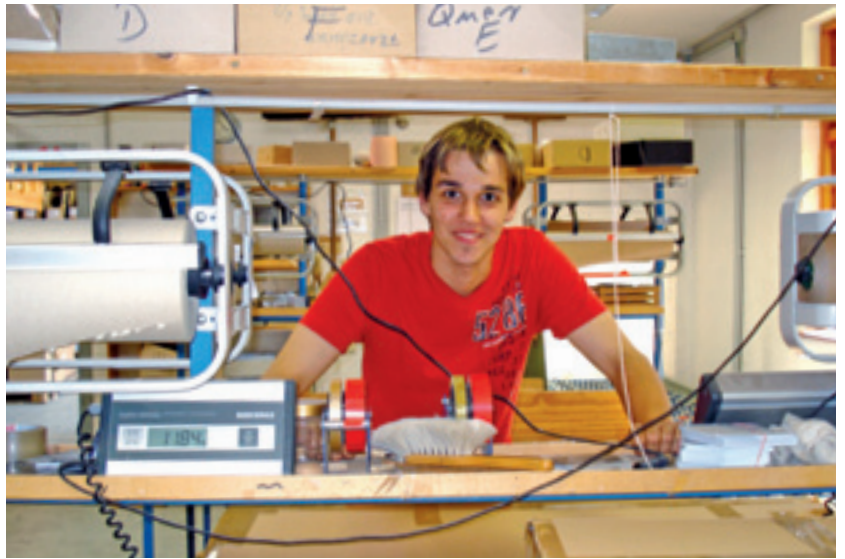
Employee profile

Norman? He'll take care of it...

Trainee Norman Eggert is really just as much a Redecker original as many other employees: Even though he is just heading into his second year of training as a warehouse logistics specialist, he became familiar with the operation at an early age. His mother, who was with the Redeckers as a cleaner since the eighties, took little Norman along when the current office building was still under construction.

Up-and-coming warehouse specialist

Today Norman is nearly 19 years old and no longer so little. He literally knows



Norman picks orders and confidently handles the scales, packaging and boxes.

the place like the back of his hand and is glad the apprenticeship training position at Redecker worked out.

He works in the warehouse – of course – and is assigned his duties by Michael Schieleit-Theurer and Birgit Twelkemeier. Even after his first year, he has a variety of responsibilities: Incoming goods, palette receiving, picking, packing, loading and of course he has to do his share of paperwork.

Norman has worked his way up to his position to become an important part of the Redecker team. Since he recently passed the (not so trivial) forklift test sponsored by the TÜV, he has been driving the big machine with confidence;

loading and unloading trucks, moving palettes around the warehouse and helping out all around.

His mother is rightfully proud of her son who has nothing but praise for Redecker: "Things couldn't have gone any better. The atmosphere in the company is great, everyone is nice. I really like it here a lot!" It seems Norman would like to spend his entire working life at Redecker. And that in his second year of training...

The Redeckers appreciate the enthusiasm of this young man. "He is very eager and has become part of the team. Everyone here is happy about his progress," says Jutta Redecker.

So, Norman: Carry on and good luck!

Trade Fairs 2009/2010



in Paris

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Vivaness 2010

in Nuremberg

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