

QUER- gebürstet

Redecker's brush magazine
Issue No. 9 / January 2012



Redecker Products – Useful Information

Questions, questions – Redecker answers

Organic products have long become familiar and are now found in almost every household. In these times of rethinking, with daily discussions about the Kyoto Protocol, television broadcasts, movies and books on the topic of “Living without Plastic”, more and more customers are also finding their way to Bürstenhaus Redecker. This is because we only offer articles for working and living in a household without plastic. As more customers become interested



Wild and shaggy: the longest natural bristles come from wild boars

in our products, we also have to answer more questions. We are especially pleased to answer specific questions related to individual products. You are already familiar with our “Redecker references” as useful tools. Now you will find answers to the most frequently asked questions below.

Where do the various materials come from, e.g. the boar bristles, horsehair and goat hair that is used?

Most of these materials come from China. Horsehair also comes from South America, since hair and bristle are processed exclusively in those countries.

Where are all the trees cut? Are new ones planted to replace them?

The wood for our brushes, mainly beech, comes from Germany, Slovenia and Slovakia. Slovenia in particular has a long tradition in the production of household items made of wood. As EU members, all of these countries are committed to sustainable forestry practices. This means forests cannot be clear-cut and new trees need to be planted.

How can boar bristles be so long? – I thought pigs had almost no hair. Do you have a photo?

The domestic pig as we know it in Germany has hardly any hair. It was bred out of the animals since growing hair or bristles consumes energy unnecessarily. This energy then serves to gain weight in order to grow the meat the animals are raised for. Since they are kept in large, insulated barns, the animals no longer need fur to keep them warm.

The long bristles come from traditional old breeds, with the longest growth over the back along the spinal cord. In this country one still sees such long bristles on wild pigs, with the longest and thickest on old boars.

Do the animals have to be killed?

Boar bristles can only be “harvested” from dead animals, since they have to include the root (the thickest and stron-

Dear Redecker friends,

We need to ask questions to learn. Which is why our customers keep asking us questions that come from their customers. It seems that people are no longer as familiar with natural products as they were just 50 years ago. We attempt to answer some “classic” questions here in Quergebürstet – if you are aware of other “FAQs” (frequently asked questions) from your business and you don’t know the answer or aren’t sure, we look forward to your e-mail : quergebuerstet@redecker.de.

Other topics in this issue: New and old Redecker products for potatoes, our new trade fair stand and the outstanding performance of our warehouse team under Birgit Twelkemeier and Michael Schieleit. We hope you enjoy reading the latest edition!

*Your Redecker Team
quergebuerstet@redecker.de*

gest section which sits in the skin). However, bristles are always available as a waste product since the animals are raised for their meat. Some horsehair is combed out, while goats are shorn just like sheep.

How long does a broom or brush made with horsehair or goat hair last?

There is no single answer to that question. Customers have shown me kitchen brooms worn down from use, which they bought 15-20 years ago from my father. (Gernot Redecker)



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What is the best way to clean these brushes?

Most brushes and brooms do not have to be cleaned, since they are self-cleaning due to the movement of the hairs / bristles during use. Matted horsehair should be washed and then combed. The hair straighten out again when they dry.

Can twisted wire brushes also be boiled?

In principle, all natural bristles and hair can be boiled. In fact they are boiled 1 – 2x during dressing (preparation of the bristles from harvesting to the product ready for use). Only the wood cannot stand up to boiling the brush.

Can bristles and hair scratch plastic, wood or glass?

No!

Are bristles unhygienic because they are hollow on the inside?

Boar bristles are not hollow on the inside. They merely have a coarser surface than high-end nylon or polyester bristles. PVC and polyethylene bristles have a similar rough surface – at least once they have been

used – where bacteria can take hold. It is important for the bristles to dry after contact with water, since dry conditions do not allow bacteria to survive.

How do you clean bath brushes?

Bath brushes are cleaned with soap while washing your body. If you want additional cleaning: rinse with a water and vinegar solution.

Why do some bristles look like plastic?

After dressing, the surface of natural bristles is smooth similar to plastic and therefore just as shiny.

Do you, Mrs. Redecker, actually have all these brushes in your own household?

No, of course not, but I do have a large representative selection across our product range. Naturally, I have personally tried and tested every model.



For Potatoes

We have supplemented our products for potatoes with a linen bag, which is ideal for storing the tubers: robust old burlap on the outside, nettle cotton on the inside. The cord allows the bag to be opened for filling, drawn closed and hung up. A sturdy zipper on the side serves to remove the potatoes. It used to be common practice to store potatoes in this fashion in the cellar, having plenty on hand in the potato box or bag all year. A good idea! Potatoes always have to be stored in a dark, well ventilated and cool place so they will not sprout or rot. By the way, when boiled potatoes come out of the pot, our set for peeling potatoes cooked in the skin is precisely what you need to enjoy the delicious tubers quickly and easily. Bon appetit!



NEW: Potato bag (302609)

Vegetable brush (302607)



jacket potato set (851208)

Potato Peeler (855001)



jacket potato peeling set (752900)



Trade fair stand at Maison 2011

We have waited a long time – and in 2011, we were finally assigned a much larger trade fair stand by trade fair management in Paris. For the first time, we not only had a conference table for distributors and customers, but also more space for our old brush making machine, allowing customers and visitors to try their hand at the traditional production of genuine Redecker brushes.

Jason Duke, of the Redecker distributor SAISON in Australia (see report in “QUERgebürstet” two editions back), didn’t have to be asked twice and made his own baking brush, which he proudly took back to Australia. After a strenuous production phase that was thoroughly enjoyed by all participants, Jason noted that the current division of responsibilities – we produce and deliver, he sells – is justified and should stay the same... The ability to “experience production” was highly informative for all customers and distributors. Conclusion: Redecker brushes are truly something special!



The new conference table offered much more space for planning and discussions. Some of our distributors in France: H  l  ne Perrette, Francine Guillois, Morgane Perrette, Matthias Secret, Eric Forcade and Muriel Rohmer



While Jason Duke from Australia had never operated a “brush making machine”, he was not to be dissuaded. His baking brush earned lots of applause!

Column Ask the Redecker Team!

Our classic questions from the cover page may appear simple, but we hear them time and time again and the answers are very important for many customers.



This is why responding to them is important to us, even if the answers aren’t always as easy as the question might lead one to expect.

“How long does a brush last?” is a good example which requires no further explanation.

Let’s work together to answer many more customer questions – because there is no such thing as a superfluous question.

Yours truly, Gernot Redecker

Trade fair dates 2012:

We are looking forward to meeting you!

MAISON
&OBJET
PARIS

Maison & Objet
Paris
Jan. 20 - 24, 2012
Hall 6, M83

ambiente

Ambiente
Frankfurt
Feb. 10 - 14, 2012
Hall 1.2, G49

 **Vivanes 2012**

Vivanes
Nuremberg
Feb. 15 - 18, 2012
Hall 7A, 309



Birthday-Breakfast at the packing table with congratulators from the whole company

Employee profile

The Warehouse Team: With Heart and Hand

DThe warehouse is the hub of the Redecker world. All products arrive here and are stored, packaged and sent out again. This makes it very important for our warehouse team to do an excellent job: critical thinking across all areas defines the team under our chief storekeepers Michael Schieleit and Birgit Twelkemeier.

Everyone (the warehouse team consists almost exclusively of women) has to work independently while staying on

top of communication and what the others are doing. It's a long way from the receipt of goods until orders are packaged.

The "warehouse girls" – recognisable by their trolleys – push them through the large Redecker warehouse with great concentration, picking shipments and getting them ready to send out.

Team spirit consistently takes centre stage: suggested improvements are discussed at the department level and

jointly implemented. By the way, the team is also defined by sharing. The enjoyment of work and each other's company is easy for anyone to see and hear: there is a lot of laughter!

Our photos show the team and the breakfast party on the 60th birthday of our warehouse worker Ingrid Galling. There is no doubt: the "girls" are having fun.

The warehouse team, from the left: Heike Marowski, Ingrid Galling, Helga Hacker, Christa Ellwart, Anna Rautenberg, Karin Twelkemeier, Birgit Twelkemeier (missing: Michael Schieleit.)



Imprint

QUERgebürstet – Redecker's small Brush Magazine is published at irregular intervals several times a year by Bürstenhaus Redecker GmbH Bockhorster Landweg 19 D-33775 Versmold Phone: +49 (0) 54 23 - 94 64-0 Fax: +49 (0) 54 23 - 94 64-20 info@redecker.de · www.redecker.de

Chief editor: Jutta and Jana Redecker

Price per copy:
55 eurocents plus postage

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