

# OVER- gebürstet

Redecker's brush magazine  
Issue No. 8 / August 2011



## New products – new catalogue

# “To embrace change is to truly live ...”



The new small lint brush  
(434014): always ready to fight  
lint and pet hair

The Richard Wagner quotation above not only states a fundamental truth, it could also serve as a motto for the year 2011 at Bürstenhaus Redecker. Not only has our second generation with Jana and Felix Redecker firmly taken the reins in the meantime, guiding the fate of Redecker alongside us: the world of Redecker has also been transformed in many other ways:

### The new catalogue ...

Our new catalogue features a splendid new design and presents itself on different paper with a natural look and feel – by the way, we also used this paper for the edition of QUERgebürstet you are now holding in your hands. Did you notice the difference?

### The new machine ...

We invested in a new addition to the workshop where we installed a punching machine – also new – for brush production. This bold step allows us to produce even more brushes in our own facility, on site in Bockhorst. We are very

Laptop brush  
(460003): soft  
on the display,  
hard on keyboard dust



pleased about that! Not to mention that the equipment, with its high level of mechanical complexity, is a fascinating marvel of technology: more about that on the back cover of this edition ...

### The new products ...

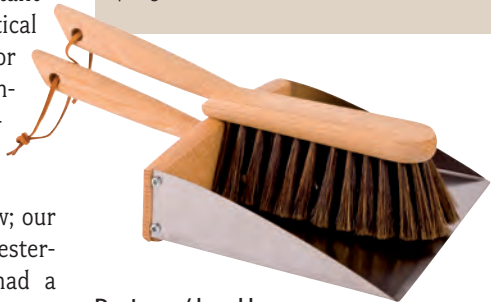
Our new products are most important of all: they are beautiful and practical – in other words, typical for Redecker. For example, we have invented the ideal brush to clean beach chairs – the Redecker beach brush (see below; our retail store in Westerland on Sylt had a part in this ...). Recently, we have heard several times – also from our French customers – that something is “typical for Redecker”. What does that mean? In response to our queries, we discovered that we are known for taking something familiar and doing it in our own, new way, perhaps somewhat headstrong and almost too perfect, to some extent may-



## Dear Redecker friends,

The new Redecker catalogue is here! We really like the new design a lot – how about you? Redecker is presenting itself in a whole new look – and once again, we have added numerous new items, even designating them as such on their respective pages this time around. We hope that the beautiful pictures in “The world of Redecker” will offer inspiration for your own presentation of our products in your retail stores. Your catalogue has not arrived yet? Call +49 (0) 54 23 - 94 64-0 now to order your copy! By the way, even more news awaits you in this edition of *Quergebürstet*: for example our new punching machine; the story behind the scenes of our catalogue; and of course the sophisticated and beautiful new items. We hope you enjoy reading the latest edition!

Your Redecker Team  
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Dust pan / hand broom  
set with magnet (110022): what  
belongs together, stays together.

be also in typical German fashion (which, by the way, does not constitute a fundamentally negative judgement in other European countries, notwithstanding popular opinion). A bias which we can live with ...



Beach brush (180724): the  
first and best but not just  
any cleaning brush for  
beach chairs.

Hedgehog  
tabletop brush  
(421110): form  
follows function –  
with a smile.



# Greetings from the Bosphorus: Hammām and Kese

We are very pleased that we were able to add the splendid new textile products to our selection. Almost by accident, we encountered a small distributor offering naturally produced products for the Hammām (Turkish steam bath) and

**Massage glove (610125): ingeniously simple, practical and beautiful.**



Sauna bath towel (771020).

massages: for example, a magnificent, traditional Hammām glove made of goat hair, functional and beautiful – entirely Redecker. When we held the black Hammām glove in our hands for the first time, we were overwhelmed by so much natural beauty, elegance and functionality. The darted cord at the top serves as a hanger and also to get a better grip. Most Hammām massage gloves have the classic small strap at the lower end, which is wrapped around the wrist of the masseur with a simple loop. The Hammām is the original form of the Turkish steam bath, whereby the glove, also called a Kese, is used for peelings.

Now we are also having very nice towels and bath mats made by the same manufacturer according to our designs – and so our “wellness segment” has grown tremendously and unexpectedly. Even more wellness products are waiting for you in our new catalogue ...



**Bath mat (774560): fleecy, soft, hand-knitted.**



**Bath robe (770001): light and pleasant on the skin.**

## Large, but not shaggy: BioMammut

An organic supermarket in the state of Baden-Württemberg is promoting itself as the largest in the state. In our experience, large and organic don't go together very well – or so we thought. This is not the case with BioMammut!

**Beautiful world of brushes: BioMammut carries the full range of Redecker products on 8 metres of shelving.**

There has only been a store in the city of Lauffen since 2008, and recently also in Heilbronn. The 39-year-old founder Roland Harter emphasised size as well as quality from the beginning. As a result, it offers simply everything you can also get in a “normal” supermarket: in addition to food and beverages, the selection includes drugs and cleaning supplies,

cosmetics and personal care products, stationery, household products, natural textiles and shoes etc. as well as everything you need for children.

The product range – this is also unusual – was largely developed based on customer suggestions. Time and time again, Roland Harter adds new products to the selection because customers ask for them. This is probably also how he got his Redecker products: the beautiful Redecker display has obtained its permanent place in the meantime. Customers appreciate the incredible diversity offered on 1,000 sqm (!), which is why they like going to BioMammut for their daily shopping. But there is something else that puts customers in the mood to buy: Roland Harter's pricing policy is extremely restrained, because he understands what makes organic successful: it must be affordable for everyone.



# A Look Behind the Scenes: Birth of the Redecker Catalogue

How is the beautiful Redecker catalogue made? Since this is a question that comes up frequently, join us for a quick look behind the scenes today:

Next to the dealer shop [shop.redecker.de](http://shop.redecker.de), our catalogue is our leading sales tool – and even in times when the world seems to be screaming for nothing other than digital images, it remains the most important way for us to tell about ourselves and our products in words and pictures.

## What should it look like?

Finding ideas for the design of the catalogue takes place in close and intimate cooperation with our advertising agency. The first draft is based on an existing page or double-page spread of the current catalogue, and often reveals very different approaches; the direction of the designs is refined through discussions. At the same time, planning begins in regards to the scope, number of items and structure, as well as the materials and printing – always through consultations between Redecker and the professionals at the agency.

## First: glue and paper instead of mouse and monitor

By the way, which item is presented on what page is still determined using a so-

called cut and paste layout: sheets of paper in the A3 format form the foundation, product images cut from the old catalogue the content. But where do the photos come from? Two sources: product shoots for the catalogue are photographed in the studio, touched up and the background is removed. And then there is the legendary, annual appointment with the photographer on our company premises: "The world of Redecker", arrangements of items, mood and team shots are realised in photos after an inspirational tour of the



## The cut and paste layout. The beginning of everything.

operation with much thought and improvisation (for the current catalogue, we even had to quickly combine a square meter of forest floor with chanterelle mushrooms from the nearest supermarket – take a look at page 48/49). The day is exhausting (see photo!) and the results are worth every minute of it.

## Column Machine Talk

*My – beg pardon – our new machine makes holes in brush bodies and then “punches” bristle bundles complete with a wire loop into the conical holes. It is a marvel of mechanical engineering. Yet it cannot do anything I can't do as well; only it can do it faster – if you first tell it precisely what it is supposed to do. Thus the machine itself is not smart, but one could say it is good at memorising. This helps us produce certain brushes quickly and efficiently, but does not replace traditional fabrication by hand. Teaching the machine something new takes a lot of effort, but it is worthwhile when it can produce a large number of units in a row. What I want to say with all this?*

*That both have their place. The engineer who invented this machine was a master. The machine he built is literally useful. Yet his art will never replace my art. Quite simply.*

*Yours truly,  
Gernot Redecker*



## The finish

Corrections are quickly made because we are well prepared: then it goes to print, and the catalogue is delivered and shipped to you ... once again we have made it, and hope that you are as inspired as we are. By the way, all this would be more difficult and take longer had we not become a “genuine” family company in the meantime, where both the seniors (Jutta, Gernot Redecker) and the juniors (Jana, Felix Redecker) are dedicated to the cause with heart and hand. The investment in a new machine at our company premises in Bockhorst is not only a sign that we look to our own entrepreneurial and family future with optimism; it also proves that joy, enthusiasm and creativity are the best drivers of success.



Risky teamwork while shooting the world of brush craftsmanship (page 58/59): photographer Bernhard Weber and Jutta Redecker.

## "Employee" Portrait

# Flexible helper: the machine

Our new workshop is finished: finally we have space for everything! Bank saw, linseed oil vat, leather punch: everything in its (new) place. We also have room for the new punching machine, which will help us produce certain brushes efficiently and easily in the future. The machine performs certain assembly steps such as drilling holes in the brush body and inserting a wire loop with bristles; while this naturally cannot replace the craftsmanship of making brushes by hand, it offers supplementary assistance for simpler products. Our cabinetmakers Jens Hawerkamp and Gernot Redecker programme and operate the new machine.

When our product photography and the advertising agency were touring the new facilities in search of new motifs in June of 2011, and were arranging Redecker products in an old cabinet, the machine was already running – and was immediately met by great interest. An improvised photo session was the result: every

part of the machine cycle was painstakingly set by hand and photographed – the results are presented here in the article. The professional photographers were filled with enthusiasm: What speed! What precision! The way this marvel performs two steps at once! How it seizes the perfect quantity of bristles and permanently positions them in a fraction of a second!

In the meantime, the machine has assumed its permanent place in the workshop: it produces. Around it, employees in the workshop are pursuing their usually complex, manual tasks: they cut on the band saw, apply oil at the vat, they emboss and punch leather, they grind, inspect and cut. Machines are used throughout the workshop – as a means to an end. The quality of a handmade brush cannot be reproduced by a machine. This is clear to everyone here. The product is made by people. That is good, and not about to change.



Top: The punch on the way to the brush body – the wire loop with the bundle of bristles is already inside.

Bottom: The bundle along with the wire loop has been punched into the body.



Shown to the left: The tip of the punch, which is supplied with a bundle of bristles from the reservoir to the right. In the middle, a bundle of bristles on the way to the punch.

### Trade fair date 2011:

*We are looking forward to meeting you – at a trade fair stand, which is twice as large, with all of the new items: 44 sqm Redecker – previously unheard of!*



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