

# QUER- gebürstet

Redecker's brush magazine  
Issue No. 7 / January 2011



*Through the winter with Redecker*

## Winter feel-good knowledge: wellness according to Redecker!

Our northern European winters appear to be getting harsher. This can make caring for the body and soul all the more important. Here some quick hints.

### *Enjoy the cold weather!*

Going for a walk when it's cold, windy and / or raining or snowing often takes quite an effort, but is guaranteed to make you happy if you have the right gear – at the very least once you come back home. Rather than dressing too lightly, wearing too much is always preferable! Waterproof is mandatory! Hats and hoods are better than cumbersome umbrellas. Plan to be outside for at least an hour, otherwise the feel-good effect will not be apparent.

### *Enjoy coming home!*

Coming in from the outside is always a nice experience. But it's even better when you come back to a tidy, cosy home. A stove with a fire burning is excellent but not essential. The same need is filled by an oven, where baked apples soon exude their fragrance. Cocoa, coffee or even and Irish coffee, perhaps with a cookie left over from Christmas, really hit the spot.

### *Enjoy a hot bath!*

Soaking your chilled legs in a fragrant bubble bath or relaxing in a hot sauna are wonderful experiences. Our essential oils by Primavera can further enhance this pleasure. Our recommendation: add a drop of "Orange in Love" or "Indulge Yourself" to the bath water or



incomparable to disdainful industrial shower gels or other odour bombs. You also need: 1 towel to rest your head, 1 glass of good wine, 1 good book and 1 candle – and one of our beautiful bathtub shelves to hold everything. Can you already imagine how good it will feel as you read this? By the way, if you don't



sauna infusion! During your bath, a brush massage can have the effect of a refreshing peeling; our massage brushes are standing by, and all of them are suitable for wet use. For



those who do not merely want to wash but also wish to pamper themselves, our sheep milk soaps have a lovely scent and leave your skin feeling glorious –

### **Dear Redecker fans,**

*Winter offers numerous pleasures – you only have to know how to find them. By way of proof, we are offering this brief wellness guide. In this edition of QUERgebürstet, we also take a look at two customers who, between Australia and Düsseldorf, approach the Redecker products in an exemplary manner and love them just as much as we do. We are also presenting our long-time employee Ingrid Galling, and disclose our current favourite Redecker product.*

*But see for yourself...and hopefully we will see you at one of the trade fairs in the spring of 2011!*

Your Redecker Team  
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happen to have a good book at hand, our Redecker references fit the bill: brief and attractive little booklets filled with illuminating and interesting information about our brushes and their use. For example on the topic of massage, wellness brushes and their applications.



**The pleasure of a brush massage**

After a bath, a gentle brush massage is incredibly pleasurable – especially when you are on the receiving end. Our massage brushes are available in various degrees of hardness.

For those who find even the softest brushes too hard, we recommend our ostrich feather skin relaxers...



Complete this regimen once a week – and you will no longer be wishing for summer to return. That’s a promise! You will be keeping yourself healthy and happy at the same time, grey skies and cold weather notwithstanding. That’s our idea of wellness. Of course you can obtain just about anything you need for the winter wellness cure from us, from apple and cookie cutters to fragrances and soaps to our many beautiful massage and wellness brushes.

## Our references

The Redecker references are little product brochures focusing on a specific type of brushes, and make a wonderful addition to any Redecker product presentation. Inviting to the reader, they offer “the story behind the products” for interested customers. Available references include Massage Brushes, Hairbrushes, All About Shoes, Brushes 101 and Thermowood. Order now or request sample copies!



# Redecker down under



Redecker products are just as useful – and popular – in Australia as they are here.

Jason Duke is an Australian who appreciates the finer things in life. He and his family have been distributing fine lifestyle and household products in Australia through their company SAISON since 2004. This includes Redecker! In the meantime, Saison is the

exclusive distributor of Redecker products in this part of the world so far from us; yet modern communication technology makes personal contact possible. Felix Redecker: “Jason and his family are thousands of kilometres away from us – and yet we know each other well. But that is not only due to the internet, e-mail and telephone, but also the humour and charm of the whole family. The Dukes are always ready to have some fun! It’s a good fit for us.” The Dukes are just as happy to keep in touch,

and offer high praise for Redecker products: “A combination of a wonderful design, functionality and high-quality,



natural raw materials,” is how Jason views Redecker products. Jason, we couldn’t have said it any better ourselves. Thank you and greetings to “down under”!



Katrina Duke (office manager), Andrew Duke (warehouse manager), Jason Duke and Justin Sutcliffe with dachshund Darcy.

# A "Schatz" on Karlsplatz in Düsseldorf...

Redecker customer Mrs. Roswitha Schatz owns a beautiful permanent market stand on the Karlsplatz in Düsseldorf. Next to other premium wood articles, she has also been selling Redecker products for more than five years. Her extensive Redecker product range includes brushes in all segments as well as household goods made of wood. "I'm a big fan of the olive wood household goods," she says. "But the excellent olive wood and beech hairbrushes as well as the clothes brush with bronze wire are also

fast sellers." Reading between the lines: selling products you like is easy. After spending years attending farmer's and artisan's markets around Germany as a travelling dealer, she is now highly satisfied with her permanent stand in the middle of Düsseldorf, which is open year-round from Monday to Saturday. By the way, she discovered the Redecker product range in 2004 thanks to a tip from a colleague. "For years I ordered Redecker products by telephone," she says. "When I attended the "Ambiente" trade fair two

years ago, I had the opportunity to put faces to our excellent business relationship. Mrs. Poggenklas (of Bürstenhaus Redecker, editor's note) even visited me and my stand by bicycle during a holiday!" Redecker and Mrs. Schatz enjoy friendly customer relations. Jutta Redecker: "Mrs. Schatz is an incredibly lively and interested customer. She knows so much about our brushes and other products that she is able to offer excellent end customer support." By the way, she still places her orders by telephone or fax to this day – because Mrs. Schatz doesn't even own a computer. "I'm sure I could learn if I wanted to," she says with a laugh. "But I don't really have the time – not to mention that I can't see why I would need one!" Thank you for the pleasant interview, Mrs. Schatz!



Mrs. Schatz's permanent market stand features Redecker products next to other beautiful items made of wood. A perfect combination of attractive and useful articles!

## Redecker fast seller no. 1

Not just our favourite Redecker product: the robust and highly functional lint brush with rubber bristles, which allows you to finally (!) eliminate animal hair and lint from your life for good. With its natural rubber strips, it removes even the smallest hair and pieces of lint from sofas, clothing and other surfaces.

By the way, the solid, professional craftsmanship with open, visible drawing-in contributes to the positive impression and also makes the brush perfect as a souvenir. Not an insider tip anymore – a true Redecker fast seller!

"Brushes off" what others cannot touch: the Redecker lint brush attracts hair and lint. Once brushed away, material is held firmly but can be easily removed by hand or even under water. Give it a try!



### Column

### Winter wonderland

Looking out the window after the – how did the weatherman put it? – "abundant" snowfall in the past weeks, one can only wonder: contemporaries



who are not dressed for the weather are using tiny scrapers to remove 15 kilograms of snow from their cars with the engine running, and look like snowmen themselves afterwards. Haven't they ever heard of the Redecker snow-brush? From our perspective, it's the best tool to remove snow from cars, bicycles, patio furniture, sleds – and conservatories. Our winter recommendation!



Yours truly,  
Gernot Redecker

## Employee profile

# Ingrid Galling – a good spirit

10 years with Redecker have made Ingrid Galling a Redecker expert. Yet she has become a true Redecker institution. After starting in the Redecker booth at the Münster Christmas market ten years ago, she now works in the warehouse and knows all Redecker products back to front.

Jutta Redecker says: “Ingrid is willing to tackle just about anything. Typical for her: ‘If there is a lot to do, I’ll just work extra hours!’ Her versatility makes her a valuable asset anywhere: in the warehouse, at trade fairs, in the store, in the workshop – always cheerful, diligent, helpful and very precise.”

High praise for an employee... Jutta Redecker and Ingrid Galling first encountered each other privately – through their children of the same age. In the meantime, her grown daughters no longer live in the home of the Bockhorst native: they have moved to Mainz and Munich. Now is the time for ultimate flexibility and the incredible energy Ingrid brings to her work.

In her late fifties, she is always up for a bit of fun: collegiality and a sense of humour traditionally play a major role at Redecker. Among other things, the skilled tailor spends her leisure time designing, tailoring and altering clothing for herself; but she also has time for yoga and fitness.

And her favourite Redecker product? There is no doubt: the goat hair hand broom, which makes “dusting” so easy.

“Even my husband values it!” she says with a laugh. Thank you, Ingrid Galling, for ten years of dedication to Redecker!



Ingrid Galling with her typical cheerfulness at work: here she is putting together a customer order. But she is also familiar with all other Redecker work areas.

### Trade Fairs 2011:



#### **Maison & Objet**

Paris

Jan. 21 - 25, 2011

Hall 6-L-89

### ambiente

#### **Ambiente**

Frankfurt

Feb. 11 - 15, 2011

Hall 1.2-G-49



### Vivaness 2011

#### **Vivaness / BioFach**

Nuremberg

Feb. 16 - 19, 2011

Hall 7a-619

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