



Manufacturer of fine brushes since 1935

BÜRSTENHAUS REDECKER



THE REDECKER WAY

or: What is it that we do differently?

REDECKER – WHO IS THAT ANYWAY?

Redeckers are a family – and a company. The two belong closely together and where one ends and the other begins is sometimes not quite clear. Felix and Jana Redecker are already running the business in the third generation and continue to manage the manufactory with conviction. The two “seniors” Jutta and Gernot Redecker are of course still there to help and advise. Because that is what a family business is all about. Wherever there may be questions or points of discussion, it is decided together, worked out, laughed at, lived ...



Who would have thought this day would come when the brush maker Friedrich „Friedel – the Boss” Redecker, father of today’s senior boss Gernot Redecker, passed away in 1986? Nobody – least of all Jutta and Gernot Redecker, who sold off the “Bosses” leftover brooms and brushes from the workshop on small markets with unexpected success.

Other markets and more sales success followed because the two of them (Jutta and Gernot) had decided in the meantime to give up the occupations they had trained for and immerse themselves in the art of brush making. It was an art which “Friedel”, who had been blind since childhood, had passed on to all the family members with great heart and soul.

Over the years, the business grew from small market stalls to the first regular customers and all the way to international companies. It became the company which celebrated its 85-year anniversary in 2020 and that you know today.

Hopefully it will continue to flourish – after all, the next generation is already here ...

REDECKER AND THE BRUSHES: HARMONY OF TRADITION AND MODERNITY

What makes a Redecker product so special?

The fact that it is not only beautiful, but also practical – that it is not only practical, but also beautiful.

That our products have a function and not merely meant to expand our selection.

That we always make sure to use natural, renewable resources when we select our materials.

That we consistently stay true to our philosophy every time we develop a new product concept, something that you can tell in every one of our items.

That every product is critically inspected and thoroughly tested by every family member and also by employees before it even makes it into our catalogue.

That we, along with our employees, have an appreciation for the products – which means everyone enjoys their work and looks forward to the future of our company.

We firmly believe that quality and sustainability always prove themselves and that this must, and eventually will, become more and more important in our “throwaway society.”





do everything. Some of the properties of wood and bristles do limit us, but this does not discourage us because these very properties are what make our products what they are – something special.

If an idea turns out to be feasible, product development is the next phase. After making some drafts, we head for the workshop.

HOW IS A REDECKER PRODUCT CREATED?

The Idea

When we develop a product, a tiny but weighty detail is simply indispensable: the idea.

Who has the ideas? Everyone! Family, friends, employees, acquaintances – or even you. We are open to anything. In many cases, this is not all that simple. Not everything we or others think of can actually be realised. Often, we have to discard suggestions and even our own ideas after the planning phase. This is not for a lack of expertise, since Gernot Redecker is not only a brush maker but also a trained tool maker who finds solutions for just about anything. In fact, the materials we use unfortunately do not allow us to





The Design

Once the first prototype has been roughed out, product development begins in earnest: it is inspected by everyone, tested, criticised, praised, discarded, handled, and examined again the next day. Then Gernot Redecker goes back to the workshop – and the game begins all over again – even multiple times, since the form, function, material, suitability, handling, and overall impression are evaluated and improved. But at some point, it is finally time – and that is always the best moment.





The Way to the Catalogue

But there is a long way to go from this moment to series production: wood and bristles have to be ordered and optimum production steps need to be created. The packaging, weight, size, and warehouse capacities need to be determined. And finally the Redecker product – now that it has earned that name – still has to find its way through inventory management and a date with our photographer to get into our catalogue. Half a year can easily go by from the idea to the finished product.

So, from the inception of an idea to the finished product, it can often take half a year. We gladly welcome this time because at Redecker, when we prepare for an innovation, it must be for a purpose which is really necessary!

The Redecker method? It's unmistakable: This means taking the sufficient amount of time to create and produce our products sustainably—resulting in beautiful, practical, and durable objects with which we proudly identify with.

Your Redeckers





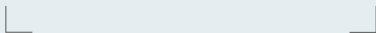
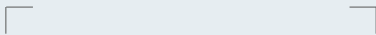
Manufacturer of fine brushes since 1935

BÜRSTENHAUS REDECKER

TRADITION AND MODERNITY IN HARMONY

The first handcrafted Redecker brushes were produced in 1935. A lot has changed since then. Today, the name Redecker stands, as it has for many years, for an ideal combination of natural quality, function, and design. It lives from our very own blend of inventiveness, sound craftsmanship, and creativity.

For further information, you may contact us by phone **+ 49 (0) 5423-9464-0** or email at **info@redecker.de**! Also visit us on the internet at **www.redecker.de**! In addition to tips and ideas, you will also find a catalogue that allows you to browse through all available Redecker products.



Bürstenhaus Redecker GmbH

Bockhorster Landweg 19 · DE-33775 Versmold

Tel.: +49 (0) 5423 - 94 64-0 · info@redecker.de · www.redecker.de

 [buerstenhaus.redecker](https://www.facebook.com/buerstenhaus.redecker)

 [buerstenhaus.redecker](https://www.instagram.com/buerstenhaus.redecker)

 [Bürstenhaus Redecker](https://www.youtube.com/BuerstenhausRedecker)

 [redecker_de](https://twitter.com/redecker_de)

 [buerstenhausredecker](https://www.pinterest.com/buerstenhausredecker)