

OVER- gebürstet

Redecker's brush magazine
Issue No. 18 / August 2016



Not only for soccer:

Allez les Bleus!

Our neighbor France is worth a Quergebürstet title story - even if winning the European Championship on their own turf didn't work out this time. We certainly would have wished it for France!

France is one of the first Redecker export countries

For more than twenty-five years now we have provided brushes and wood products to the country with the good way of life. But the relationship didn't really take off until we met Muriel Rohmer, the owner of "Marie Jeanne à Paris" 15 years ago at a German exhibition. She immediately recognized the Redecker potential for the French market, and we not only began talking right away but also established business ties very quickly. So well, in fact, that as early as 2004 the first Parisian exhibition followed, and a short time later, the first Redecker catalogue appeared entirely in French, a mutual success story. Today Muriel is not only a partner; she has long since become a good friend, and France, besides Germany, is one of our most important markets.



Mathieu, Muriel and Alisa

In France, great importance is placed on good craftsmanship and design. As a territorial entity, our neighbor also still has a good retailing structure extending to the small towns and villages, with many small, lovingly run home goods shops. On our "Redecker Tour de France" of 2008 we visited many of them and were charmed and touched by their devotion and hospitality.

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Dear Friends of Redecker,

So many themes, so little room! Big events are discussed in this edition of Quergebürstet, starting with the important and happy news from France on this page – everything will be staying in the family... our current major remodeling project is described by Gernot Redecker only briefly in his column (p. 2). At the appropriate time we will have more news. You will be surprised! But we will also be featuring a great new Redecker product, and the current results from the Redecker Corporate Sports Programme are provided here as well. As always there will be a colorful mix of topics that are vital to you and us ... Happy reading!

Yours truly, the Redeckers
quergebuerstet@redecker.de



With Muriel, we have maintained a wonderful partnership of many years through the present. For some time now, what has been a determining factor in our business in Germany for the past years is also developing in France: the transfer of the business to the next generation. Muriel's son Mathieu and his fiancée Alisa are preparing themselves for taking over the responsibility for "Marie Jeanne à Paris" and have been an essential part of "Marie Jeanne à Paris" since 2015. New energy and ideas are meeting with well-founded knowledge of the French market. Muriel will be providing the enterprise with counsel for a long time yet and fill an important role –



just as here in Germany, the transfer will be carried out step by step. We thank Muriel in advance for the long, wonderful years we have enjoyed together and hope that everything will continue to stay in the family!



Column

In recent months we have undertaken the largest renovation and expansion of our buildings and storage areas in the company's history – we will need a little while still, but then you will be able to read about all the details here, of course. The whole project follows the Redecker principle: First make the plan; then set it into motion step by step while reviewing details with the team, consulting experts and correcting the plan accordingly. To proceed in this way is often easier said than done, but it is logical, clear and rational. It seems odd that, with the great political and social issues and problems currently being discussed around us and in the world, such simple and clear principles do not seem to apply. Or am I comparing apples to oranges? Perhaps just a bit...

Gernot Redecker

Yours, Gernot Redecker



Mathieu, Felix and Alisa

Corporate Sports Programme 2.0: Redecker on the ice

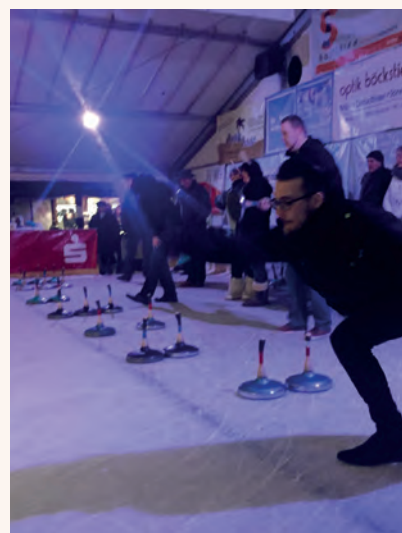
The winter of 2015 / 2016 was long, wet and ... mild. So it was almost obligatory to continue the Redecker Corporate Sports Programme with a real winter sports activity: Curling!

As always, we had a wonderful time,

and the Redecker trophy found a worthy new owner in Michael Rolf, who was able to demonstrate the requisite agility and finesse and won the game on the ice. We were able to keep the exhausted crew warm with eggnog and a quite

dangerous speciality of red wine and rum: brandy punch with a burning sugar cone. Delicious and highly alcoholic! Congratulations, Michael!

Next time we visit to a very special golf course ...



Live the vegan life – with Redecker

More and more people are yearning for a sustainable lifestyle, one that avoids the consumption of all animal products – whether for religious, ethical or health reasons. To live vegan is not simple. From buttered bread to leather shoes or most cheeses (which are fermented with the animal enzyme rennet), many products which we would normally use every day must be eliminated. For us here at Redecker, this is a big issue. All the brushes with animal hair trim – horsehair, pig bristles, badger and goat hair – are, of course, not vegan. Luckily, we have always had a large quantity of alternatives in our programme: Arenga, Bassine, Union und Fibre are plant fibres which are mostly equal or similar in characteristics to their animal counterparts and are just as suitable for our good brushes. It is especially easy when it comes to hair care. Here, brushes with wire or wood trim are often the proper choice.

An exemplary list of our vegan brushes:



322527 Dish brush
Trim: tampico fibre



303502 Scrub brush
Trim: root



622530 Nailbrush
Trim: tampico fibre



702507 Hairbrush
Trim: tampico fibre



143041 Outdoor broom
Trim: arenga fibre



302616 Vegetable brush
Trim: union fibre/tampico fibre



602550 Bath brush
Trim: tampico fibre

Brand new:

The Redecker carousel with product selection

Our Redecker carousel with its stable stand and innovative mechanical basis is a hit – equipped as it is with the premium Redecker brushes, it is ideal to attract customers and "rotates" its products in the shortest time imaginable. Again and again we have been requested by customers to provide the contents: For shops without bath and wellness products, hair- and bath brushes simply do not fit into the assortment. Therefore we thought of something new: our top ten domestic helpers on the reliable sales rack, together with the ever popular assortment of the best nail brushes, pumice stones and comb cleaners.

One cannot simply pass by this combination of lovely woods, metals and bristles – a must for your shop. The new carousel is available right now under the article number shown and is also in the new catalogue, which will be available starting January 2017. Try it out!

AVAILABLE RIGHT NOW!





The Oxford Brush Company – powered by "Redecker of Germany"

Sometimes everything just comes together delightfully. Three years ago we met the Lauder family at an exhibition in England for the first time. Today, three years later, they operate their own retail shop with the Oxford Brush Company as well as an English online shop with the full range of Redecker products.

More than thirty years ago, everything began for the Lauder family with a small shop for shirts and knits in beautiful Burford in the Cotswolds, not far from

Oxford. Thus, the Oxford Shirt Company was born, which is meanwhile underway with its own shirt brand and globally operational online shop. The Lauders wanted to offer our Redecker brushes as an additional product in their shop – but the sales success of the Redecker products led quickly to the idea of a new Oxford Brush Company, which has been managed since 2014 by Junior Hamish Lauder and has been an independent company for a long while already. The

Oxford Brush Company offers the entire Redecker range and has been fully furnished with our beautiful shelf elements and carousels. We have visited our customer and his lovely shop, which meanwhile spans 8 (!) display windows, and brought a few pictures along. Here's thanking you, the Lauder family, for the reliably constructive and pleasant cooperation we have enjoyed through the years!



Chrissie – head of the retail shop



Imprint

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We are looking forward welcoming you!



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