

QUER- gebürstet

Redecker's brush magazine
Issue No. 6 / August 2010



75 years – where we go from here

We are staying young!



Nearly the entire Redecker team had a great time in Sweden. Where else can you find bus stops like this?

Dear Redecker friends,

the anniversary year has come and gone. A great Redecker team trip, quiet time to look back and many cheerful parties are behind us. The future holds a lot for us: In August 2010, our daughter-in-law Jana became a "true Redecker" from a company perspective as well. We are especially happy about this because it means we remain a "true" family company: Bürstenhaus Redecker is a way of life, not just a job. Furthermore, the new 2010/2011 catalogue also presents all sorts of other news in the form of product additions. We are presenting the highlights on page 3.

Your Redecker Team
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The Redecker anniversary year took us from one amazing experience to the next: Trade fairs, gifts, good wishes – we would like to express our sincere appreciation for all the great surprises.

The Great Party – The Great Trip

As a gift to us and especially to our employees, the entire Redecker team took a joint trip to Sweden which will surely be a highlight in the history of the company (take a look at the photos on page 2). We purposely limited our anniversary party on June 15, 2010 to a small group consisting of our employees and close friends. At the event, each family member presented a segment in the long Redecker history in their own personal words – and also spoke about the future, which will once again hold new ideas and fresh Redecker esprit: Jana, the wife of our son Felix who joined the company the year before last (as reported by QUERgebürstet), became a new member of our team and will make the Redecker family company even stronger. Jana was welcomed as a new

employee with great applause at our anniversary party. We at Redecker are all very happy! As a graduate in business administration, Jana Redecker had the opportunity to collect work experience at a company in the industry where she was responsible for product management and trade fairs – among other things.

Interview with Jana Redecker

Before she assumes her new position, QUERgebürstet wanted to find out from Jana Redecker what it is like to "grow into" a family company:

Q: Jana, could you tell us when you first considered joining the Redecker team?



Jana Redecker's
„warm welcome“ at
the anniversary party
on June 15, 2010.



Cleaning crew with reading: Entertainment at our anniversary party.

JR (laughs): What do you mean – marrying Felix, or my new job? Anyway, I'll keep the former to myself ... I had already learned quite a bit about the work at Redecker through Felix – although I was very dedicated to my previous employer. Eventually I became so interested that I began to consider it; and when the work environment is so lively and interesting, it's an easy decision to make.

Q: So what are you planning to do at Redecker?



75 years Bürstenhaus Redecker: A special wreath is essential.

JR: I'm coming from product management – and that is also what I'll be doing now. I am going to focus more on sales and purchasing. Aside from that, I am really looking forward to meeting everyone and learning new things. I'm happy that the team has made me feel so welcome!

Q: Can you tell us a bit about you personally?

JR: Of course! I'm from Bielefeld, which is also where I completed my education as an industrial business management assistant. By the way, I met Felix during the cooperative education programme that followed – now I'm telling you the story after all! Since we share so many of the same interests – we both enjoy outdoor sports and like to cook – we



Some of us were not quite awake at the shared breakfast in Sweden ...

quickly got to know each other better. The rest is (family) history...

Q: And your family history?

JR: I grew up in Bielefeld and sort of got my love of nature from my family: My best holiday memories involve vacationing in the caravan, always looking for good fishing spots ... When I was in Sweden with Felix for the first time, he could hardly believe that I really wanted to go fishing. By now, we can



Boss with champagne: Jutta Redecker celebrates 75 years of Redecker.

easily spend the entire day on the lake with our fishing rods.

Q: A quick answer please: What is your favourite Redecker product?

JR (quick like a shot): The leaf brush! I love large plants with generous leaves, and so the first time I saw the brush, it was like a revelation. It solves problems that are decades old! Also, even though I was a dedicated dishcloth fan for many years, I wouldn't want to go without a good washing-up brush under any circumstances now. Oh yes, also very important: A genuine ostrich feather duster is the best...



Two generations behind the lectern (from left to right: Jutta, Gernot and Felix Redecker) reviewed 75 years of Redecker history.

Q: Thank you! Thank you! We definitely don't need any more proof that you are a true Redecker ...

Teamwork: Bürstenhaus Redecker on the water (way) through Småland.



Redecker News 2010/2011

Fragrances, olive wood and cosmetics



scrubbing brush
302508



Klar-soap
635042



Primavera oils
636010



new shaving kits
610518



gift sets 981010



lint brush 434018

surface duster 460165



olive picker
741015



Our French Connection

Anniversary party: Better twice – with company from France!

One week after the anniversary party with employees and partners, we were finally able to bring our French representatives to Versmold for an anniversary get-together: An all-round successful, joyous and constructive event, from which many new ideas for current and future cooperation emerged. In addition to a plant tour and a visit to a

German Redecker outlet, the attendees enjoyed playing boules and eating asparagus in the Redecker garden. And of course many suggestions were exchanged and concrete projects discussed and initiated. A great success – both from a personal and from a business perspective.



Qu'est-ce que c'est – un "baking brush"? International communication at the portioning machine quickly melted the ice between the French and the Germans. Everyone produced a baking brush!

Column Vive la France!

The visit by our French friends and partners was a fitting conclusion to our anniversary year. Spending time together, whether at the business or the personal level, cannot be replaced by constant e-mails, Twitter or other electronic helpers. In our case, the same applies to the shared craft exercise of making a baking brush: As the photo shows, this was very enjoyable for all the participants – and it was educational, too. By the way, all Redecker employees worked on a Saturday especially for our French guests. We would once again like to express our sincere thanks for that! Our guests were able to experience our work up close and personally, gaining a better understanding of many processes. Now we know our partners as more than a voice on the telephone or an e-mail address.



A bientot!
Gernot Redecker

Employee Profile

Workshop and willow weaving: Ulli

It may not always look this way – but it usually does! Ulli Tzschachmann opens the door to the Redecker workshop with the wood stove and the neat row of broom handles on the wall. Not so much as a screw is out of place in the tidy, long room behind the Redecker warehouse. No wood scraps can be found on the cleanly swept floor. There is a place for everything, and everything is in its place!

Order and Creativity

Ulli immediately demonstrates how practical his organisation skills are by putting together and gluing a children's broom in a matter of seconds. His

The memory game with pictures of Redecker employees, which made the Redecker anniversary trip to Sweden fly by, was his creation. He also served homemade hamburgers, every third one of which had been seasoned with a special spicy blend - but of course the patties were indistinguishable from the outside ...

In his spare time, Ulli pursues an ancient craft that few can still call their own: Willow weaving. Rather than typical baskets, his focus is on screens and landscaping elements.

Picked up at home ...

In the meantime, he has been with



Ulli at the anniversary party in Versmold with Heike Poggenklas.

switching careers – we already knew each other personally through Heike Poggenklas,” Ulli says with a smile. “It sounded good to me, because I had just quit my job as a gardener with the city of Halle.” Today the father of four is a pillar of strength in the Redecker production department. Brooms, brushes, doormats and much more is produced in the workshop with various helpers from all areas. “We also make many custom products and prototypes, which we plan in cooperation with Gernot Redecker and Jens from the cabinetmaker’s workshop,” says the 53-year-old. “Efficient production is always the bottom line. What would the customer get out of a beautiful broom if production costs so much that nobody will buy it?”

Impressed by all this practical thinking, we leave the workshop. Thanks for the tour, Ulli!



Ulli Tzschachmann puts together a children's broom. Every step is routine.

colleagues say such efficiency is typical for him, just like his helpfulness and quiet but creative humour:

Redecker for 13 years. “One day the Redecker family was suddenly at my door, asking if I could see myself

Trade Fairs 2010/2011



Maison & Objet

Paris

September 3 to 7, 2010

Hall 6, L 89 and

January 21 to 25, 2011



Vivanness / BioFach

Vivanness / BioFach
in Nuremberg

February 16 to 19,
2011

Hall 7a



BioNord

in Hannover
October 17,
2010

Hall 2

ambiente

Ambiente

in Frankfurt

February 11 to 15, 2011

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