

# QUER- gebürstet

Redecker's Brush Magazine  
Issue No. 19 / January 2017



*New opportunities for the new year:*

## The new catalogue has arrived!

You can still smell the printing ink, and yet it's already become our new "favorite book": The Redecker catalogue 2017. Not only because of the nearly 50 new beautiful products, but most of all because of its new look:

*We have revised the entire design of the catalogue and given it an all-new, modern and well-structured layout.*

Browsing the catalogue, you get an idea of the beauty and naturalness of our products from the many ambience and atmospheric images from our favorite photographer. Time and time again, we like to give you glimpses of our production, the warehouse, and the origin of our materials. We think that our catalogue should be fun

when browsing – while still giving a quick and well-structured overview of our entire range. We have kept the tried-and-tested aspects. The Redecker catalogue is structured into two parts with the clear structure provided by the worlds of "House and yard" and "Body and care". We have mostly summarised the new products on dedicated pages within the catalogue. These pages are marked in color on the outside, making them especially easy to find. Other markings, such as the production in manual insertion or more detailed explanations on specific product properties are to help you in keeping an overview and in selling.



**Dear customers and friends,**

*Has another year really passed again? It has, as the new catalogue shows. We can hardly believe it though so much has happened – not only in the world, but also at our company. From our newly designed catalogue to great new product developments to the newly available Redecker gift packaging. As always, we are excited to report on all of this in our 19th issue of Quergebürstet. Taking a look at our athletic activities and "Redecker's round trips" is part of it as well – as always. It's nice when some things just don't change ...*

*Have fun reading!*

Yours truly, the Redeckers  
quergebuerstet@redecker.de

## Column

Making products in natural materials with traditional craftsmanship means that one is quickly given the following labels to match: traditional, environmentalist, grandfather's craft. We won't be reduced to those labels. To us at Redecker, an item's design has always been the focus along with its high-quality craftsmanship. It is interesting that good design is often related to good function as well. Both together achieve the perfect mix that makes a Redecker product and that is never easy to achieve. Trying out materials, shapes, and prototypes for weeks or months is the beginning of our product development. We return to the workshop many times because the reliable tests done by our families and members of our company have uncovered another defect. At the end

of that, we are still only half-way there. Can we produce in this manner? What is the best material? Where do we get it from? For example: this long process has paid off specifically for our newly designed magnetic broom and dust pan. We cannot possibly think of anything else to change about it. We can clearly see: beauty is in something that perfectly serves its purpose and eliminates everything that is unnecessary.



*Gernot Redecker*

Yours, Gernot Redecker



**120624**  
**horsehair**  
**broom**

oiled ash wood,  
horsehair

**207024**  
**dust pan**

oiled ash wood,  
stainless steel

## Function meets design!

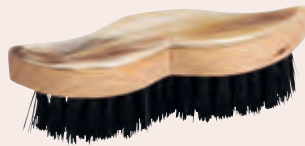
Design from Versmold: We are proud to present the new design sweeping set that puts an end to the centuries of its banishment behind basement doors and into utility rooms. No need to hide away the dust brush anymore! This one belongs on the wall, in the hallways, the kitchen ... why not in the living room? It looks that nice... With its invisible magnetic suspension, it is a minimalist piece of art and certainly the most beautiful brush we have

ever produced. The woods and the horsehair used are of the highest quality. This is where our entire craftsmanship becomes clear in a typical Redecker product. In addition to all its beauty, it is also extremely practical. The ingenious bracket system of the dust pan, serving as suspension, grip and foot slider in one, makes it a quick and comfortable helper whenever you need to clean something up. It has already become a modern classic!



# More elegance? Certainly:

Our new and exclusive series of hair and cosmetic brushes, topped with a surface of beautiful horn that feels wonderful in the hand – the material mix is pretty to look at. We have deliberately designed enough tried-and-tested products in the modern wood-and-horn mix to assemble a complete series for the wellness area. Our large olive wood series for the kitchen finally has its long-expected addition of more than ten additional kitchen helpers.



761209  
beard brush

741002, 741003  
vessel



761008  
hairbrush



802214, 803013, 804615  
gift wrap



## Paper beauties

We have a lot to offer for stores and production presentation in addition to our new catalogue. We have completely revised our large primer collection. The matching new poster "In the bathroom" can be ordered as well (981197). The new price tags (981537) and price displays (981538) bring a fresh wind to your shop window. For decades, our customers have

been asking us about Redecker packaging. We have finally found something that meets both of our high demands: the new cardboard packaging with sophisticated prints is simple, stable, beautiful, and matches our products perfectly. The packages are subject to a cost contribution. All other sales aids can be requested free of charge in your next order!



## Take the size-9 iron...

Redecker's company sports events are legendary and not a thing for those who count calories. Our team players were able to prove this once again in grassland golf – a robust golf version with a large club and a rubber ball. It went cross-country, past fields, through meadows and trees, across a brook. Each team of six had a hand cart with solid and liquid snacks – the shots were counted and the team that had the fewest won ... It

was great fun and a close race! In the end, the winning team was ahead by a single point. Felix Redecker saved the family's honour by becoming the best single player. During the subsequent barbecue, the victors and the vanquished were able to talk about the best technique over a beer and boast about their skills in our next discipline. We're going bowling! We will report on it here...



Women browse while men wait:  
**Det Gule Hus  
 in Ribe**

Our customer Ida Pontoppidan from Ribe in Denmark operates the beautiful, enchanted shop "Det Gule Hus" (The yellow house). She has the ambition to surprise her customers with products that aren't available just anywhere, or even nowhere else at all. It is a shop filled with discoveries from around the world and many beautiful things. Ida hasn't been a Redecker customer for long, but she quickly expanded her range since she discovered that the products sell well. Being a systematic person, she even statistically examined and took notes on what precisely makes products successful in her store.

**These are her results:**

Customers will show three standard reactions to Redecker products: "I've been looking for this for so long!", "How nice that it's made all of natural materi-

als!" and "I've come back to buy more – the products are just great!" One of her employees counted the customers and found that every other customer who enters the store buys a Redecker brush! She is thankful for her new "bestseller" in the shop that she hadn't counted on at all. Thank you, Ida, for your great praise and your enthusiasm for our products! Your shop looks great! Thank you for discovering a new target group, too – As Ida says: "When men are standing in my shop and waiting, often very patiently, for their women to be done browsing and exploring, they will sooner or later discover my Redecker brushes. Then they will almost always find something they can use ..."



**Imprint**

QUERgebürstet – Redecker's Brush Magazine is published at irregular intervals several times a year by

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**Chief editor:** Jutta and Jana Redecker

**Price per copy:**  
 55 eurocents plus postage

**Editing and production:**  
 Weiß & Partner, Oldenburg,  
 www.weiss-partner.com

**Trade fair dates 2017:  
 We are looking forward welcoming you!**



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 Paris  
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