

QUER- gebürstet

Redecker's brush magazine
Issue No. 17 / January 2016



From front insert to Multiwood:

News from Redecker!

Manual inserting is the highest-quality manufacturing type for our manufactured brushes. Only few know that there is a particularly high-quality variety again: the front insert. The way brush body and application are handled here for visual reasons as well as for improved durability is part of the high art of the craft of brush-making. Only very few masters can still do this.

This is how the front insert works in brushes:

Conical holes for the bristle bundles are drilled into the brush body, which is kept in one piece instead of being separated.

Then a flattened, twisted-open steep wire end is used to drill a thin hole from the front of the brush, connecting the holes in one row to make them accessible from the front face of the brush for insertion. The brushes produced in this manner are extremely durable and stable because the brush body is made of a solid piece and the individual bundles are particularly well secured. The brushes often keep for decades and can be passed on to the next generation. Therefore, front insert-brushes are produced using only the best and most durable materials.

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721307
Hand drawn
hairbrush
waxed olive wood
with Calcutta bristle



Dear Friends of Redecker,

Once again, our Quergebürstet is bursting from its seams because there is so much to tell. Therefore, we will only give you a brief greeting and overview today: instead of selling Chinese imports, we prefer to produce in Germany and export to China – as you can read on p. 4. Some of the many great novelties for the spring trade fairs are presented on p. 1 already – Our secret tip: Multiwood brushes (also see column on p. 2). As always, we offer some deep insights behind the Redecker scenes, which are, by the way, currently growing: we are building a new storage hall – we're just out of space.

Have fun reading!

Yours truly, the Redeckers
quergebuerstet@redecker.de

Colourful and beautiful: Multiwood

Another idea that has long been planned could finally be implemented: our new Multiwood series is being produced in cooperation with a German intarsia manufacturer and shows the entire colour diversity of our local woods. While many make the multi-coloured wood work even more colourful by dyed or tropical woods, we will, of course, only use woods from European production. They are already a treat for the eyes in contrasting colours and grains.



421060
Table sweeping set
of different local woods



431261
Clothes Brush
of different local
woods

Column



Old craft – new ideas

Who can still remember what the word "intarsia" means? No, it's not a far-distant country between India and Nepal, and it's also not a contagious childhood disease. It refers to elaborately produced inlay work, where different types of wood are fitted precisely into each other for a particularly refined effect. We were lucky enough to "trip" over a producer of this old art working in the craft. Immediately, we thought of cooperating with him. Now we offer this beautiful new series of brushes – put together of European woods only, every brush unique – and we are taking great joy in the beauty of these very special craft products.

Gernot Redecker

Yours, Gernot Redecker

P.S.: We dubbed the new series "Multiwood" – "Intarsia" might not have been understood as well ...

Robust and refined: Everything from oak wood

Another new offer is the beautiful shoe shining oak wood series. Nearly all the tried-and-tested wide and narrow Redecker shoe brushes are now also available in an oiled oak quality. Additionally, there is a boot holder strip as it used to be found in every front room or scullery: Unbreakable oak wood holds everything from the smallest child's wellington boot to the grown man's leather one, letting them dry safely.



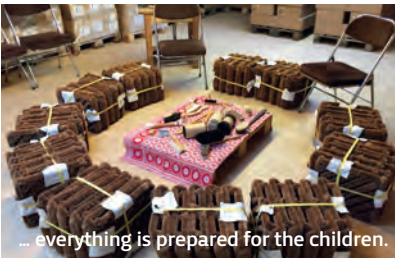
Our new shoe
cleaning range
of oak wood

New primer: Redecker History

This year, we adjusted the cycle of our catalogues: the Redecker catalogue is now published in winter for the first time – the better and more practical solution for our customers and trade fair visitors. All novelties are available at the beginning of the year and can be shown at the specialist trade fairs. A new Redecker primer comes out with the new catalogue: The "Redecker History" shows all Redecker milestones from the beginnings to this day on a long timeline. After 80 years of corporate history, we thought that it was time to have a more detailed look back. The third Redecker generation is now firmly in the saddle. Redecker products are being sold from China to New York and we are enlarging our storage, shipping area and office.



380085
Boot rack
of oiled oakwood



... everything is prepared for the children.

Reading in crafts

The reading day of the Stiftung Lesen has become a fixed institution now. Every year, there is a reading event with another partner in Germany to point out the positive effects of reading and reading to others.



This year, the craft is a partner, and we at Redecker promptly welcomed a highly interested group of children who were allowed to take a tour before settling on stylish "foot mat stools" to listen to a matching story. "Loli wants to be a witch" is the wonderful story of a little girl who wants to learn to fly on a self-made broom (!) and therefore apprentices to witches, magicians and the like (they are all able to do something well, but none of them can fly a broom). In the end, she knows enough to help herself ...

The reader was our employee Heike Ellerbeck – known to the children from regular reading afternoons in the day-care facility. It was great fun, not only for the children!



Group from the left: Helga Hacker, Sabine Härzer-Busker, Angela Hobein, Christa Ellwart, Jens Hawerkamp, Anna Rautenberg, Karin Twelkemeier, Astrid Hanika-Karlowitsch

Fashion show in the brush storage

Here, our storage team not only shows its best side, but also presents the latest Redecker corporate fashions: Shirts and jackets in many shapes and

colours – all with the unmistakable double R. Unfortunately: for employees only!



The first Heidesee-Cup

For top athletic performances to strengthen the team spirit in the growing Redecker staff as well, we introduced the first athletic Redecker challenge with a dedicated challenge cup in the summer of 2015: The Heidesee-Cup was immediately hotly fought-for – the challenge was: mini golf.

After a hard and energetic fight our winner triumphantly receiving the cup and pin.

The Heidesee local recreation area was the local framework for the exceptional athletic, where there was great food and wild celebrations after the winners were honoured. It was a wonderful day!

Still, we didn't rest for long: the next athletic highlight is already waiting. This time, the cold will be a serious opponent: Redecker goes curling...!

The last place was also joyfully welcomed: Björn Horstmeyer





Susie, Jutta, Gernot and Linda in the flagship store in Dalian



Good things from Germany:

What are we doing in China anyway?

In China, they value good craftsmanship a lot. Europe, and Germany in particular, is very fashionable in terms of product quality and design. What is more logical than opening stores called "Gutes aus Deutschland" ("good things from Germany")?

The new trade chain De Lai Pin sells high-quality products from German production in China. We are proud to be one of 35 represented brands. We came

to the opening of the flagship store in Dalian, to inaugurate the store and train the employees in sales and material science for Redecker products.

An opening celebration with a great gala and introduction of the represented companies in individual presentations was waiting for us and left us impressed – De Lai Pin has great plans and wants to open another 10 branches in China in 2016.

The high demands of the company becomes evident when considering that all brand and crafts companies were visited in Germany personally to verify the quality and corporate identity.

Some impressions can be seen here. Thank you, De Lai Pin!



Gernot and Michael Chen at the opening gala



Employee training



The Chen family



Visiting Germany: Susie and Guy with Jana and Felix



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We are looking forward welcoming you!



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