



QUER / gebürstet

Redecker's
Brush Magazine

Issue No. 25 · January 2021



PRODUCTS FOR A BETTER HOME:

Highlights from the Redecker catalogue 2021

At home it is nicer than you thought! Many people already noticed this last year, as unfortunately some holiday trips had to be cancelled. All the more reason for us to make our new developments for the 2021 season THE theme.

At home - more is cooked, baked and lived here than ever before. We have therefore extended the beautiful, practical and sustainable Redecker range with many "specialists" for kitchen, hobby and bathroom.

IN THE KITCHEN: SPECIAL BRUSHES AND GREAT NEW COOKING IDEAS

Again and again we are approached by customers and dealers when the right tool is simply not available for certain purposes: From these suggestions we have conjured up a number of products which, to our knowledge, are not available anywhere else. The Kitchen Machine Brush is ideal for all deep mixing bowls of multi-functional kitchen machines and, with its round shape and straight underside, is guaranteed to clean the bottom of every pot. The small cup brush and the coffee to go brush have long been on our list - now they are finally here! And many have been waiting for the round tea strainer brush for removing stubborn or dried tea leaf residues. ▶



102522
Demitasse brush in a metal display unit
tampico fibre



320722
Demitasse brush
light horsehair



320608
Kitchen processor brush
horsehair



322508
Kitchen processor brush
tampico fibre



320728
Coffee to go brush

DEAR CUSTOMERS AND FRIENDS,

a special year lies behind us - almost completely without fairs, without direct customer contact on our beloved Redecker trips. Even our team events with the Redecker colleagues had to be cancelled! Unfortunately, it is also not yet clear when we will be able to see you again: The trade fairs taking place in spring are cancelled, we will not return to trade fairs until autumn at the earliest! But this time on site in Versmold has also had advantages for us: We have been able to develop many new and interesting products, which have their first appearance in the completely redesigned Redecker catalogue. All of them are sustainable, beautiful and practical, as it is Redecker tradition. In the editorial of this issue we present the best new ideas. What else is new? That Redecker 2020 is 85 years old! We have been manufacturing brushes from natural materials since 1935. We couldn't really celebrate the anniversary - but we will certainly make up for it! As a small replacement we have included a double page in the catalogue with photos from the long Redecker history (p. 8/9). But first of all, have fun reading!



Your Redeckers
quergebuerstet@redecker.de

We have brought a great breakfast idea from Scandinavia: The Äggcøddler completely reinterprets the boring breakfast egg and allows the most creative, delicious and exotic own creations. A real novelty for breakfast and for brunch invitations, which is also dishwasher- and microwave-safe. In the olive wood sector there are new design highlights with the beautiful cheese board, the practical spoon rest and the spice spoon.

Äggcøddler



868633
red

868622
white

868611
blue



We also have new products in the durable and sustainable materials stainless steel and glass: The glass drinking straw with the large cross-section (perfect for smoothies, iced coffee & Co.) can also be

kept super clean with our twisted cleaning brushes - best to order right away! The new stainless steel products from lunch box to closing clips are simply beautiful, easy to clean and last for a small eternity. That's a promise!

MORE KITCHEN IDEAS?

The plastic-free life is made even easier with the ingenious "Soap on a Rope" dishwashing soap: simply go over the suspended soap board once or twice with the damp dishwashing brush - that's it! We have also brought along a natural alternative to the conventional dishwashing sponge. Our dishwashing sponge consisting of 100% loofah is not only visually appealing.



253512
Loofah dish washing sponge



635089
„Soap on a Rope“



615001
Massage belt

615004
Massage belt

NEWS FOR BATHROOM AND COSMETICS

Ahhhhhhhh... Do you know that deep, long, relaxed sigh? It comes all by itself when our new massage belts and gloves, rollers and brushes are used. Relaxing care and wellness at home - a definite trend for 2021. Our new palm oil free soaps with wonderful fragrances tell a story of the South of France lifestyle. We have also developed new, unique beard and hair brushes for you. And our nailbrush classic is now finally available in beech, natural!

HOME AND HOBBY

Have you already seen our new pool table brush? With its branding not only a real eye-catcher that will bring you admiring glances as a billiard professional, but also a solid and well thought-out piece of quality: with the harder bristles at the tip and at the end, billiard aficionados will get into every corner to remove chalk residue and dust. With the return of the passion for knitting, crocheting, darning, two handicraft classics have also returned: the darning mushroom and the good old darning egg are back!



741093
Cheese board



420608
Billiard table brush



STAFF, CUSTOMERS, PARTNERS AND FRIENDS

85 years Redecker - a big thank you to all!

85 years of company history - there is so much to tell. And also to see ;-))

At this point we would like to emphasize that a company history cannot be written without great, responsible and loyal employees.

Especially in the current difficult times we have repeatedly been able to see what a great Redecker team we have around us.

Many thanks to all! And many thanks for the great years - to the ones so far and the ones that will hopefully come.

But also to you, our customers, we would like to express our sincere gratitude. For many great years of business together and for helping make the world a little more ecological and sustainable by selling our products.

We would also like to take this opportunity to congratulate Mrs. Schanno of Terra Natura for her 25th anniversary, which we were a part of from almost the beginning and extend a warm thank you to all our customers.

We wish you continued success and above all good health.



Actually there should have been a big party for the 85th anniversary. But instead there was ice cream for everyone outside in the sun. The party will be made up for - promise!



Congratulations on the anniversary (from left to right): Karin Twelkemeier - 20 years, Silvia Dierich - 15 years, Petra Jünemann - 20 years, Ulli Tzschachmann - 25 years

The QG is also celebrating!
We are happy about
issue 25!



A long-standing customer:
Terra Natura in Oldenburg.

85 years



A JOURNEY INTO THE PAST:

When looking at old photos we too become nostalgic ... Take a look at pages 8/9 in our new catalogue 2021 for more pictures.





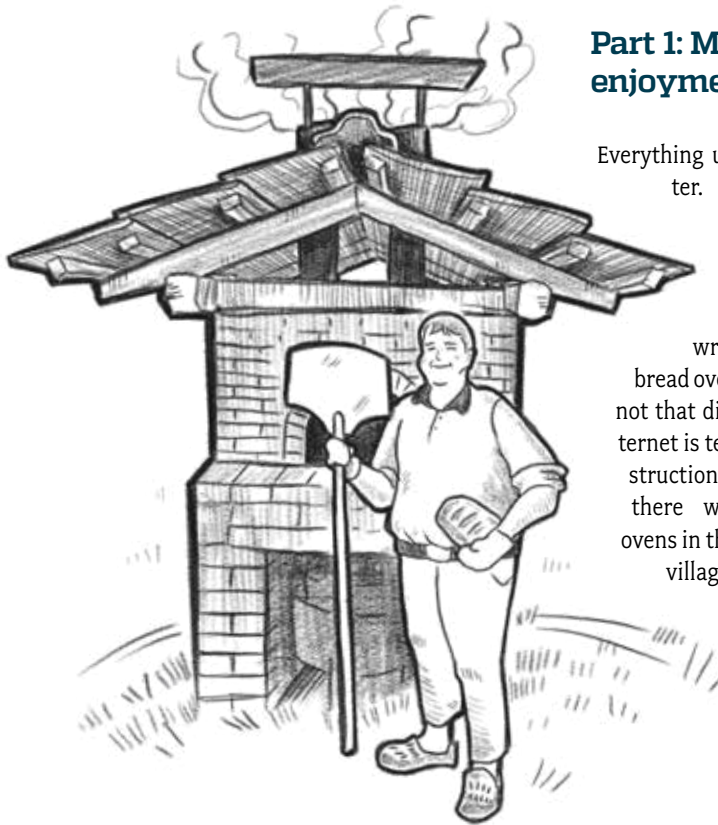
THE DO-IT-YOURSELF GENERATION
BECOMES PROFESSIONAL:

...then I just do it myself!

Is this already a movement or still a trend? More and more people are realising how satisfying it is to create something with their own hands. From beekeeping to your own bread baking, from preserving to your own

line of care products - there is much more to it than just "DIY". Nobody has to go straight to self-sufficiency, but: The distrust in industrially produced goods and the "staying at home" last year have further strengthened this

trend. We would like to look at some of the possibilities around the home where we can help with typical Redecker products. Perhaps this will even be a small series?



Part 1: Meeting place, forum, place of enjoyment: the village baking oven

Everything used to be better. No! Of course not! But a few things... Building a large clay wrapped pizza or bread oven in the yard is not that difficult - the internet is teeming with instructions. In the past there were such big ovens in the centre of the village, mostly near the village well.

After the oven was heated up, many families could bake their bread there and exchange news and experience a lot of community. Why not revive this wonderful tradition? Build an oven in the garden! Heat it up! Invite all your neighbours and friends (by far, of course!) to bake delicious breads, pizzas, cakes and much more in the once-heated oven! The thanks and many tasty samples are certain. Professionals use the Redecker oven slider, the oven broom and - to coat the breads with water or the pastry with butter - of course the Redecker baking brushes. Have fun!

COLUMN

Virus + Hygiene = Plastic?

Last year I was pleased to see that what must change on a large scale starts on the small scale: More sustainability, more awareness, avoidance of plastic. Now we are facing a flood of plastic packaging "for reasons of hygiene": Everything comes in film - because it is safer.

Nobody expected a pandemic of this magnitude. And disinfection and caution are naturally important in times like these. But that doesn't mean that we have to resort to plastic

brushes, chopping boards and kitchen tools again. Wood has antibacterial properties and - if it is regularly oiled and dried - is a healthier material for food processing and personal hygiene than the fossil petroleum product plastic. It is certainly more beautiful and sustainable. So our motto is: Get up, put on your mask and keep on inventing beautiful and practical things made of wood - for a natural and healthy future!



Gernot Redecker

Yours, Gernot Redecker

Little trees instead of biscuits!

What a time when even Christmas biscuits are considered a risk of infection! Instead of sending our delicious traditional biscuits at the end of the year, we have put even more emphasis on sustainability in 2020: With the help of BUND, a new plantation of approximately 190 high-stem fruit trees of old apple varieties, cartilage cherries and Stromberg plums will be planted on the Zimmermeier organic farm near us. This fruit

tree meadow will be available to Zimmermeier's organically reared chickens in addition to other biotope areas. In a further step, it will be provided with insect hotels and information boards to bring the initiative closer to interested citizens. With our contribution, we are financing the work of a student assistant from the landscaping department, who will not only provide technical support but also document this work.

Everyone benefits: The organic farm, which will market the fruit directly (and its customers!), the assistant, who can gain practical experience, the happy chickens, for whom one or the other cherry will surely fall off - and last but not least bees and many other insects. Only... you have remained without biscuits! Therefore, please understand this campaign as a "virtual biscuit"



"ON TOPIC":

Bee-striker and world saviour: The beekeeper

No joke: In agricultural centres around the world, biologists are working with IT experts to develop artificial bees, usually in the form of small drones or even small "bee robots". In the future, they should replace bee work where it has always been difficult (in greenhouses, for example) or where there are simply no bees left: In some places, decades of pesticide abuse have left bees barely available to pollinate plantations. So workers go out and pollinate the flowers by hand - with a special brush (which we don't have in our programme, by the way). One worker creates "only" 30 trees a day - a large colony of bees creates a thousand times that (up to 300 million flowers per day!).

More and more people in Germany, even in the big cities, are learning and practising beekeeping again. The situation for the bees has therefore already improved on a small scale, but pesticides, monocultures and the Varroa mite are still affecting the colonies. The right Redecker product for all beekeepers is the bee broom, which has been tried and tested many times in daily use, with which the bees are carefully "stroked down" by the wax plates pulled out of the hive. If you do not necessarily want to become a beekeeper, you can also use the brush for dusting large areas...



180745
Beekeeper's broom

Bund für
Umwelt und
Naturschutz
Deutschland

BUND
FRIENDS OF THE EARTH GERMANY

that ultimately benefits all of us - as an investment in a healthy and natural future, which we also do in your name. At the moment everything is different... but we still look positively into the future and look forward to a successful year together!



Manufacturer of fine brushes since 1935

Imprint

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