

From rural brush maker to the Redecker brand

**Brush maker Redecker has been in business since 1935 – over 75 years!
Time for us not only to look back on our past, but also to cast
a look into the future.**

We are proud, meanwhile, to be known and registered as a growing "brand" in the European and international market. The third Redecker generation - son Felix and daughter-in-law Jana - are now firmly seated in the saddle. Together with the seniors Jutta and Gernot Redecker and the great Redecker team, we pull together - with fun and success! In order for this to continue, and because we are excited about how things will continue to evolve, we have thought up many great things for this year and the future ...



Brand new: Beautiful banner for the Redecker Presentation

For dealers and shops: Our shop-in-shop system

The Redecker shop-in-shop system, which you know from our trade fair stands, is more frequently found in smaller, owner-operated shops, but also in large department stores. As a sales and presentation system it frequently attracts great interest of our customers



Dear Redecker friends,

Well, another year has flown by and we are ploughing ahead at full steam into the new year which promises to be an exciting one.

Next year will see us concentrating on services for our dealers and on support for making presentations and the sale of our product line. In addition to our well-proven Shop-in-Shop system (which we are once again presenting for you on Page 2) there are the brand new Redecker product banner showing our fantastic product range at which you can have a quick look here.

2012 saw lots of things happening for us.

New employees – amongst whom is the nice young chap shown here overleaf –, new exhibitions (we will be exhibiting at the Spring Fair in Birmingham for the first time in 2013) plus new media – and by that we mean "Online" so you can be excited. All these things combine to provide the defining factors in our on-going "brand-life" saga. You can look forward to a lot of action next year!

In the meantime, we wish you all the best and hope you find the enclosures of interest.

Your Redeckers
quergebuerstet@redecor.de

since it can be customized and integrated into any shop. Clear verdict: Customers take more notice of the Redecker products and understand the overall concept better. The whole is completed with detailed, product specific labels with descriptive and explanatory texts.

In addition you can order free of charge the "Redecker leaflet" - a real sales promotion plus, which you can hand out to your customer or place in a small stand beside the product.

In order to meet the many customer enquiries, you can soon also order free

banner in A2 format from us. For this purpose we have already prepared the most beautiful and enchanting illustrations for you. If you are interested in our shop-in-shop system, our sales team is more than happy to give you a personal consultation at any time.



Trade fairs in 2013

At our trade fairs in Paris, Frankfurt, and Nuremberg we attract visitors from an international audience who share our philosophy and value our products. Next year we will go a step further and present ourselves at the well-known Birmingham Spring Fair in England. We would be delighted to meet you there, too!

Also at markets and Christmas markets we are still represented by customers with our products - just like it once began for Redecker many years ago.

For us, every customer is and remains equally important, because we haven't forgotten where and how Redecker started - and so it will remain this way. Our special thanks to those who have

been selling our products for many years and have always remained loyal, appreciated our products and have made us what we are today – together we look forward to many more successful, shared "Redecker" years.

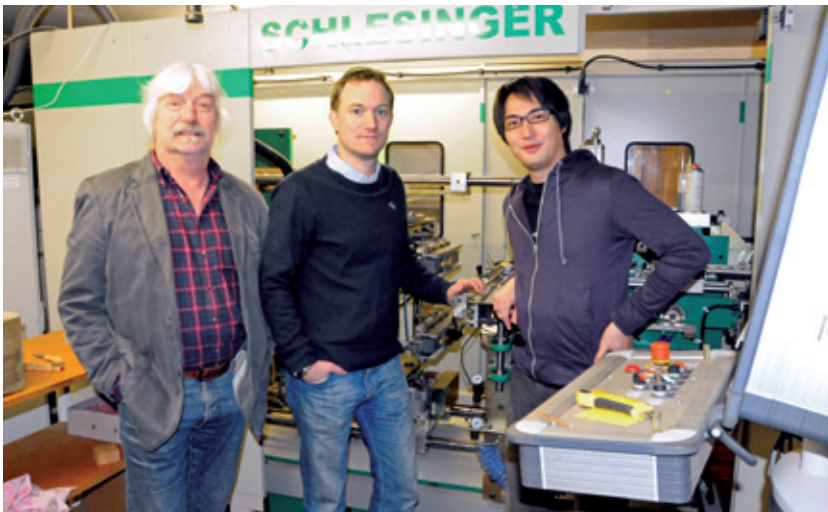
Konnichiwa!

International visit at Bürstenhaus Redecker

In November 2012 we enjoyed a visit of Takuma Suzuki. He toured Bürstenhaus Redecker on behalf of the Japanese wholesaler FUJIEI Inc., who offers its retail customers so much more than products: Fujiei stands for complete sales concepts including merchandise. The cooperation with the Japanese wholesalers already began over 10 years ago and since then, to the joy of both sides, it has continuously expanded. The specific market in Japan requires not only lifestyle and special finesse, but also

uncompromising quality and design. "Handmade in Germany" is traditionally welcome and is highly valued in Japan - an ideal market for our products. Mr. Suzuki apparently felt very well with us. That's why many nice photos were taken during the appointment, which could then be used later for advertising – again on both sides, of course.

Arigatou and Sayounara, Mr. Suzuki!



Gernot and Felix Redecker with Takuma Suzuki at our brush machine.

Trade fair dates 2013: We are looking forward welcoming you!



Maison & Objet

Paris

Jan. 18 - 22, 2013

Hall 6, Q65



Birmingham Spring

Birmingham

Feb. 3 - 7, 2013

Hall 6/7, 6N32



Vivaness

Nuremberg

Feb. 13 - 16, 2013

Hall 7A, 311



Ambiente

Frankfurt

Feb. 15 - 19, 2013

Hall 1.2, G49

Column



Looking back: How did we become what we are?

If I look back from today, I see my father in front of me, as he sits in his small workshop and tirelessly puts together brushes and brooms - and of course my mother, who travels every week with him through the neighbourhood to sell these brushes and brooms.

Then I continue thinking: Of the time, when my wife and I took over the business and we (at first uncertainly) began to develop it further. I see us going to the markets with the caravan – always accompanied by our son Felix, who now runs the company. I see our first ever trade fair stand, the first walls of our company building and the first small machines in our workshop.

Back in these days I show a Japanese customer our brush machine. I go shopping and find somewhere in the world products that I developed with my own ideas and hands. The family and all of the employees, who to some extent have been with us since the first days, have created something special. I am happy.

Your Gernot Redecker

A handwritten signature of Gernot Redecker in black ink.

Employee profile:

Tobias Maass - a new "dimension" in the Redecker team



Supports the sales team perfectly with his friendliness and enthusiasm - our new colleague Tobias Maass.

Our sales-team has been supported by Mr. Tobias Maass since August 2012. The father from Versmold found his way into our company after his 1 year parental leave, where he devoted himself wholeheartedly to his son - we have met the little rascal already and we are delighted.

In his leisure time his family takes first place and he loves to cook for them. Therefore, no one was surprised about the fact that his first private purchase

included the Redecker vegetable box and milk bottle brush ... he keeps a clear head and fresh energy through regular swimming and inline skating.

Tobias Maass strengthens our team with his friendly and factual straightforwardness. He gets to the bottom of things and brings us the appropriate know-how combined with the necessary enthusiasm. With his cheerful nature and his well-timed jokes, he has already won a place in the team's heart. You can look

forward to meeting him at our stands in Paris and Frankfurt! You certainly won't miss our 2.02 m tall "new Redecker member" ...



Not to be overlooked: Tobias Maass in the company of the "Redecker family".



Imprint

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