



QUER / gebürstet

Redecker's
Brush Magazine

Issue No. 24 · January 2020



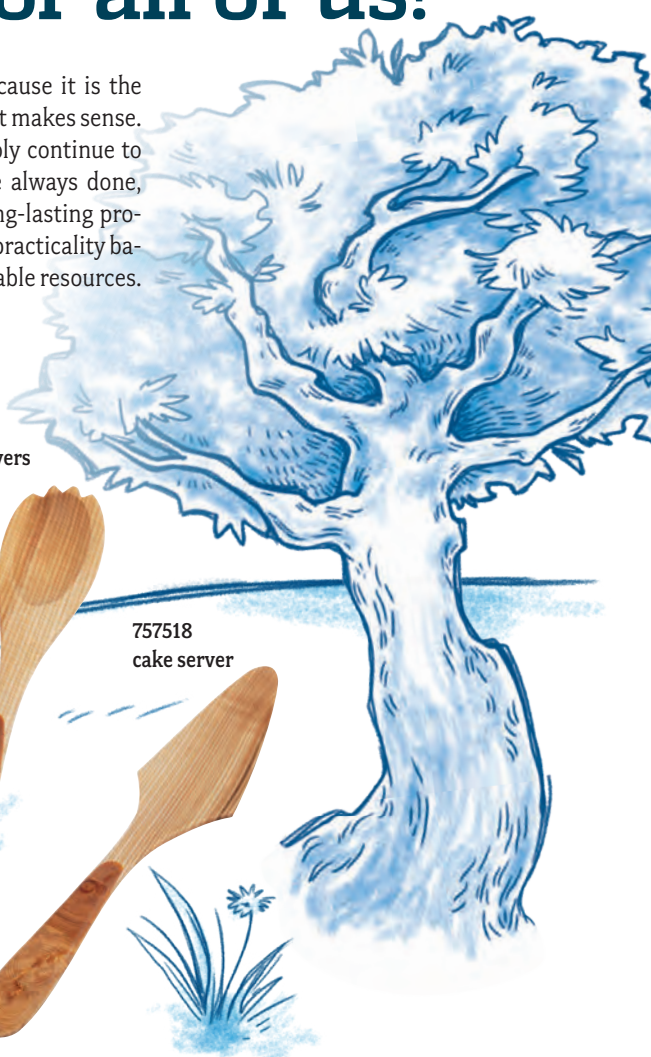
NEW CATALOGUE, NEW PRODUCTS:

Sustainability - a topic of the highest priority for all of us!

From Fridays for Future to plastic-free living: Sustainability, Climate Protection ... it seems the world hardly knows any other topic. Along with our customers, we have been living it ever since we started manufacturing brushes.

More and more people are returning to a sustainable lifestyle or rediscovering it

for themselves – not because it is the latest trend, but because it makes sense. That's good! We will simply continue to do exactly what we have always done, and that is to produce long-lasting products with a high level of practicality based on natural and renewable resources.



757520
cooking spoon



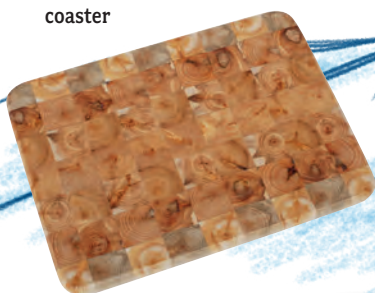
757545
salad servers



757518
cake server



757515
coaster



DEAR CUSTOMERS AND FRIENDS,

Finally here and proof that another year has passed: The new Redecker catalogue, packed full of novelties about all the beautiful and practical aspects of life, has arrived! It shows us that sustainability and resource-conserving work are not fads, but rather attitudes towards life. More and more people all over the world are realising this, which is why we



have made it the theme of our editorial. What else does this issue of Quergebürstet feature? A visit to our customer "Paris em Lisboa", a tradition-rich, specialist shop for fine fabrics and table and bed linen in Lisbon; Redecker's "Schützenfest" or marksmen's festival and shooting match; and of course, notices of the upcoming trade fairs in Paris, Frankfurt, London, Birmingham and beyond, where

we would like to welcome you. Have fun reading!

Yours, the Redeckers
quergebuerstet@redecker.de

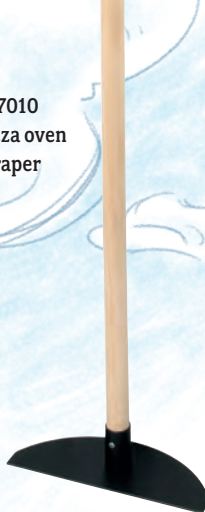
793010
pizza oven broom



792710
bread/pizza slider



797010
pizza oven
scraper



It is actually quite simple. It is not only better for the environment to use materials that are natural and renewable; they also look better, feel better, are usually easier to craft, and can be repaired or recycled. In most cases, they are even better suited for the task than their artificial competitors.

DISPOSABLES ARE NOT OUR THING

Our products would not be suitable for purely industrial production in any case. Natural products need more attention during production, more manual work – and sometimes even a bit of maintenance and care. But they last practically forever. The principle of producing as much as possible as cheaply as possible and consuming it as quickly as possible so that even more can be produced is finally reaching its limits, so it seems, even in global consciousness. The simple truth of the matter is that everything

that we do not produce in harmony with the natural resources of our planet will come back to burden us. That is why we are so pleased that the sustainable idea has again moved to the center of global attention.

THE NEW CATALOGUE, REPLETE WITH IDEAS AND BEAUTIFUL NOVELTIES

As always, our new 2020 catalogue proves that sustainability does not in any way compete with design, beauty and utility. Great new ideas, inventions and developments await you!

We are particularly proud of our new kitchen line, which includes salad servers and cooking utensils made of juniper and ash wood, wonderful examples of sustainable production and design. And if you want to continue sipping lemonades and cocktails in style, you can

now do so with our glass straws (Cleaning? No problem with the straw brush!). Our small and versatile twisted cleaning brushes are now available on a space-saving and beautiful twist stand with 12 hooks, which can easily be placed on the sales counter and does not require any additional space for hanging. The rotating stands are lovingly manufactured in our factory, with much of the process taking place by hand. The brooms and hand brushes also feature some novelties this year: The beautifully shaped and particularly moisture-resistant coconut broom is a real highlight; additional long and particularly narrow hand brushes complete the household range. Also for working – and cooking! – in the garden, there are new and sophisticated Redecker products to swoon over. This time we have followed up on the trend of personal bread and pizza ovens by offering pizza oven scrapers, sheets, and of course our own, specially developed pizza oven broom, which is not only beautiful but can also withstand high temperatures.



520012
display stand for
twisted brushes



858522
glass straw



Marksman's Festival at the Redeckers

For years it has been a standing tradition for us to organize sporting events together with all our employees in which both the community and the sporting competition take center stage. The seventh edition of our sporting adventures was a classic shooting match: In the Knetterhausen sports shooting club, a traditional wooden eagle was fired at targets. During the event, the expert staff of the shooting club looked after us professionally and helped with reloading and docking. We had a lot of fun and saw that it's not always the designated or self-proclaimed professionals who have to be in the lead. Our shooting queen's name is Claudia Lasner! Evening statement: Shooting is sport! Concentration, posture and correct movement on the stand are no less strenuous than many other sports with more movement. As a reward, the social

gathering afterwards provided some very welcome relaxation for everyone.



COLUMN

Of big problems and small solutions

Anyone hearing about and evaluating the predicament of our planet from the multitude of media reports covering themes ranging from politics to climate change is sure to get the impression that the situation is serious and seemingly hopeless.

Everything seems off track, nothing ever seems to get better! Are these problems truly too big to solve?

Well, no, that is simply not the case. The person who respectfully freezes at the size of the problem will not contribute to its solution. I am hopeful that the young and youngest generation will show us just how to get out of the "cannot be

changed lethargy", how to ignore the alleged compulsion of circumstances, and how to initiate changes – by tackling things together starting with the small issues, by persistently asking "why?" in detail and by refusing to accept vague or unsubstantiated explanations anymore. I see many good impulses and believe that the world will change for the better through such persistent people. The most important insight: You don't solve the big problems if you don't start with the small ones first! About us here in Versmold, one could say: It is a beginning. And that is what matters – otherwise the next step will never follow.

Trade fair dates 2020:

We are looking forward welcoming you!

TOP DRAWER

HOME | GIFT | FASHION | CRAFT

home – Top Drawer, London

Jan. 12 - 14, 2020 | H-125



Maison & Objet, Paris

Jan. 17 - 21, 2020 | Hall 3 | C14-D13



Showcase Ireland, Dublin

Jan. 19 - 22, 2020 | A48

SPRINGFAIR

Birmingham Spring, Birmingham

Feb. 2 - 6, 2020 | Hall 4 | 4J90-K91

ambiente

Ambiente, Frankfurt

Feb. 7 - 11, 2020 | Hall 1.2 | G60



HARROGATE HOME & GIFT

Jul. 19 - 22, 2020 | DP1 - A71



A handwritten signature in cursive script, reading "Gernot Redecker".

Yours, Gernot Redecker



PARIS IN LISBON?

Visiting Paris em Lisboa

How do you bring Parisian chic and noblesse to the Portuguese capital? As early as 1888, the Sousa Gomes family had the right solution, and with great pomp and circumstance, opened a small but fine fabric and fashion clothing store for the fine society of Lisbon in Rua Garrett 77. From the very beginning, the Paris em Lisboa was distinguished not only by the exclusivity of its offers, but also by its personal service, so that in 1902 the Portuguese Queen D. Amélia made it a royal supplier. For decades it supplied the high flyers of the capital with the finest fashion, until in the 1930s household goods and other assortments of goods were ad-

ded. Today, the fashions and fabrics of the early days have almost completely disappeared and the Paris em Lisboa offers an incomparably exclusive selection of fine bed linen, table linen, towels and unusual items for the kitchen and bathroom. An important part of the household goods department is comprised of the beautiful and practical products from Redecker, which made us feel quite honoured! During a visit to the awe-inspiring and beautifully furnished specialist shop, it became very clear to us once again that the respect and appreciation of quality and craftsmanship is at home all over the world. After a warm

welcome, Jutta Redecker was given a guided tour through the department store, which still radiates the charm of the turn of the century. Handcrafted wooden cupboards and shelves, the original inventory from the founding period – exclusively show the best and finest of all the product areas represented.

We are very pleased to see Redecker products showcased in such an exclusive and lovingly presented ambience, and we really enjoyed the visit. Thank you, José Carlos Sousa Gomes!



Antonio da Silva's kingdom of brooms



During our trip to Portugal we literally stumbled across the brush workshop of Antonio da Silva in the old town of Porto. The 4th generation of the da Silva family has been manufacturing handmade brushes and brooms here since 1927. Everyone was enthusiastic, and immediately there ensued a lively conversation with the extremely cordial owner and brush maker Antonio.



Imprint

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