



# QUER / gebürstet

Redecker's  
Brush Magazine

Issue No. 21 · January 2018



NEW CATALOGUE, NEW PRODUCTS:

## Redecker - it's all about the concept

The most important thing first: Rarely before has our new catalogue contained so many great new ideas. This time we have such a great number of innovations to present that we have decided to arrange them for you clearly in condensed form in the first part of the catalogue.

In order for you to gain a quick overview of our "fireworks of ideas", we have portrayed all the new Redecker products on a total of twelve pages.

On this page and the next, we briefly present an excerpt of our offering.

As always, they are products as practical as they are lovely and all encompass that certain "something" so characteristic of Redecker. What is our favourite innovation, you might ask? Very easy: It's the shoe sole brush, whose development history can be read up on in this magazine. In fact, it could also be called a hiking or pilgrim brush. But now we would like to indulge in a bit more detail.



### DEAR CUSTOMERS AND FRIENDS,

Once again, we are pleased to introduce our latest exciting inventory of items showcased in our beautiful Redecker catalogue. Please take some time to enjoy browsing the countless new Redecker inventions and products and the helpful primer. Allow yourself to be transported into the delightful Redecker world! What else might you discover there? Well, just keep reading to see for yourself what we've been up to lately. Hint: Exploits such as sending toothbrushes to Sri Lanka, ourselves to the Pope in Rome, and bowling balls down the lane toward the pins using our most strategic arm swings — these are all included. We trust you have been well and we are looking forward welcoming you at one of the listed trade fairs on page 3.

Have fun reading!

Yours, the Redeckers  
quergebuerstet@redecker.de

### SAMPLES FROM THE NEW CATALOGUE

Our new tote bags are ideal for everything that requires quick and attractive storage and presentation: Baguettes, rolls and bread slices at mealtime, kitchen or writing utensils, planters for herbaceous plants ... The primary component is cellulose and they are even washable at 30°C! ▶



802402  
tote bag M

802403  
tote bag L

Highlight of the pilgrimage undertaken by Jutta and Gernot (aside from meeting the Pope) was the invention of the shoe sole brush - the ultimate tool for those who look at their mud-encrusted hiking boots with disgruntlement after a day's hike and painstakingly but often futilely poke around the soles with tiny sticks, in the hope of removing the annoying stones.

We have also directed more of our attention to the area of barrier-free helpers. Our new toe-brush helps those who can no longer reach their feet properly. Our growing product range in this area is supplemented by the wheel brush, which makes quick work of keeping the wheels of walkers and wheelchairs clean. But it is also quite suitable as a boot cleaner.

Designer pieces: We have extended our assortment of brushes with horn decor by the addition of three new elegant products, and the new horn shaving mug is also a feast for the eyes.



120000  
broom trolley

We must really itemise the rest, as there are just too many new products! There is the butter brush for applying water or oil to homemade cakes and bread, the silver brush, new magnificent multi-wood brushes, the helpful beekeeper's broom, many new olive wood products and knives ... Whew! And even more: After the success of our previous display stands, we have a new (possibly still) secret tip for distributors - the rollable broom trolley with additional mounts for dustpans and hand brushes is a great practical and attractive helper for shopkeepers with external presentation.



302545 | wheel brush

614480 | toe-brush



381216  
shoe sole brush



## COLUMN The Pope, the pilgrimage and us

On our pilgrimage we had the opportunity to reflect in a calm and reasoned manner. Therefore we had almost completed the theoretical plans for our new brush for hiking and other shoe soles when we arrived in Rome (see Redecker's round trips).

Divine inspiration? We shall see...

Aside from our visit to Muzios, we actually did meet the Pope and handed over the wonderfully illustrated children's bible from our friend Rüdiger. He thanked us in German.

My thoughts: What sorts of things does he receive as gifts? And where to store all the presents? Are there designated vaults deep below the Vatican or St. Peter's Basilica full of Tiffany lamps, teapots and egg warmers?

Questions upon questions...

I would have liked to present the pontifex with a real Redecker gift - but let's be honest: Which brush or scrubber would have been suitable? A wheel rim scrubber for the Popemobile? The Redecker toast tongs for the pontifical breakfast? A hat brush for the tiara? Even a pilgrimage lasting several weeks will not help with this decision. In any case, it was quite an experience meeting this charismatic man.

*Gernot Redecker*

Yours, Gernot Redecker

760316  
luxury shoe shine brush  
with horn decor

666611  
shaving soap  
mug, horn



431263  
clothes brush matrix



# How do you brush your teeth in Sri Lanka?



We were very pleased to help with this friendly request: Ms. Smehen Döschel, currently spending a practical year in Sri Lanka (where we obtain our coconut doormats), observed a lack of both knowledge and material in her local school concerning proper dental hygiene.

Without hesitation we sent her a large package with our natural toothbrushes. In her own words, she describes the situation for you: "Your toothbrushes arrived safely. In the absence of water, we had to improvise and do dry runs. It was great fun, and the children were shy at first, but after a few minutes the ice was broken."

Thank you for your feedback and the fantastic pictures, Ms. Smehen Dröschel!

## Trade fair dates 2018:

We are looking forward  
welcoming you!

MAISON  
&OBJET  
PARIS

Maison & Objet, Paris  
Jan. 19 - 23, 2018

## TOP DRAWER

HOME | GIFT | FASHION | CRAFT

home – Top Drawer, London  
Jan. 14 - 16, 2018 | J15

SPRING FAIR  
INTERNATIONAL  
INSPIRING BUYING

Birmingham Spring, Birmingham  
Feb. 4 - 8, 2018 | 6H04-J05

## ambiente

Ambiente, Frankfurt  
Feb. 9 - 13, 2018 | Hall 1.2 | G60

# Company sports: "Traditional Edition"

It does not always have to be golf on a country meadow: This time around, the Redecker company sports group let off steam while participating in a classical, recreational type of sport: Bowling!

Quickly the wheat was separated from the chaff, and in the end Fritz Kraak brought the honour trophy home. A large buffet in a Chinese restaurant followed. As usual, it was a very entertaining event! What will we try next?

This time, an activity even more flamboyant and not a bit less hazardous to the fingers: Archery! We will be sending a report...





## VISIT TO OUR CUSTOMER MUZIO IN ROME

# The Pope – quergebürstet!?

On the pilgrimage to Rome, many things became clear to us — in particular the intimacy of relationships of Italians not only to “Mama”, but also to the “Cucina”, the kitchen, or more broadly, the cuisine. Our wonderful Roman customer Muzio made our trip worth our while in any case — even without a papal visit.



The idea for our journey came from our friend Rüdiger Pfeffer, a well-known illustrator, who wanted to conduct a more in-depth discussion with the Pope about his successful work for the children’s bible “Komm, freu Dich mit mir”, roughly translated “Come, Be Happy with Me”, and give him a copy, signed by all of us. As always, we utilised the resultant pilgrimage idea for “Redecker’s Tours”: We decided to visit an interesting Italian customer with a well-known name in the centre of Rome: Muzio. After a truly beautiful hike across Italy, we arrived at the Eternal City with the

(meanwhile) firm plan to develop a new scrubber or brush for hiking boots (see new products!). The two young Italian men we met in the kitchen store of the Muzios, located in the Via Vittorio Emanuele Orlando 75, were the definitive kitchen experts.

The Muzios family has been selling household goods, knives and brushes - ever since 1949. The origins of the Muzio company go back as far as 1899, where ancestor Raffaele commuted between Rome and central Italy as a knife sharpener and salesman. His son, Raffaele, later followed in his father’s footsteps and opened that first store for knives and household goods in the centre of Rome. In the meantime, the Muzios have three stores, one of which is located around the corner from the Trevi Fountain. And now the fourth generation (and therefore the third Raffaele!), competent and friendly, was sitting happily amid Redecker household brushes and scrubbers and many more items, delighted with our visit.



Thanks to the Muzio family for the warm welcome and your wonderful store! We wish you continued success with the Redecker brushes!

P.S.: By the way: We actually did meet the Pope (see picture). He liked Rüdiger Pfeffer’s book very much (see also Gernots column!)



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