



QUER / gebürstet

Redecker's
Brush Magazine

Issue No. 20 · August 2017



20 ISSUES OF QUERGEBÜRSTET:

Let us celebrate our anniversary!

20 issues in three languages across ten years – Quergebürstet has firmly become established as Redecker's brush magazine for us and our customers. Today, the company's development through the last decade is reflected in the issues: All the important stations and events were recorded and discussed at some point – as a report, an editorial or in Gernot Redecker's legendary column.

Therefore, it is time for us to have a look into the past: This much thicker issue of Quergebürstet contains a "best of" of the most beautiful, funniest and most important articles from ten years.

At the same time, we thought that it was time to give Quergebürstet a new look – to start the next issues with a new logo and a new design. By the way: Quergebürstet wouldn't exist anymore if it hadn't been for you: customers, trade fair visitors, friends and so many others

who love the Redecker products. Thank you for your many friendly, interested, constructively critical, inquiring and enthusiastic comments and feedback about our Quergebürstet – we will keep on publishing it! Every historical article has been supplemented by a little introduction and description for easier placement.

If you still haven't had enough after that, feel free to call up all the Quergebürstet issues in full as PDFs at: www.redecker.de/quergebuerstet.

Of course, we would also be happy about your feedback on this issue. Which article was your personal highlight from the past 20 issues? How do you like the new design? What would you like to read in Quergebürstet in future? Please send your suggestions and ideas to quergebuerstet@redecker.de.

Don't let us keep you any longer now. Enjoy your read!

Yours, the Redeckers



TITLE STORIES:

Interesting information and current news

JULY 2008

#2



Redecker's Tour de France

Vive la vie française!

Redecker products are especially popular in France – perhaps it seems from the natural French affinity for finer things. It is also surely the result of the fantastic work provided by our French general agent, Muriel Rohmer, her son Matthieu and her agents here.

For a long time, we've wanted to take a closer look at how our southwestern neighbours handle Redecker products, how they present them and what they like in particular.

The „Tour de France“

In spring of 2008, we finally decided to do our own “Tour de France” and further acquaint ourselves with the Grande Nation in general.

What we experienced during this beautiful week exceeded our expectations: we have seldom encountered such amazing hospita-

lity.

Our “Tour de France” became a culinary and amicable journey of discovery.

In almost every place we visited, we were treated by the proprietors of even the smallest shops beyond the obligatory coffee and were offered wine, cheese and meals prepared with love

and an appreciation of art. Often our appointments lasted late into the evening...

French commitment

At the same time, everywhere we saw tasteful and engaging shop décor and presentation of our products. We not only wish to express our gratitude, but also praise to our French partners: we all felt wonderful with you all and are extremely impressed by your commitment and creativity!

On page 3 of this magazine, we have briefly introduced the Redecker agents that we visited.

We took home many ideas for new articles and variations of



Jardin de Gally, Paris/St Cyr l'Ecole.
Pascale Sabatier



Grande Droguerie Lyonnaise, Lyon.
Serge, Tina & Etienne Chatraz



Album de Famille-Linge,
St. Gregoire:
Erwan Gleyot

existing products from France – you can see the first results in our new items booklet, which you'll find fresh off the press as a catalogue accompaniment. If you don't have it already, you may order it from us.

Simply call +49 (0) 5423 9464 – 0 or fax with your next order (Memo: “Quergebürstet”).

#2 | We got to know the country and its people on our "Tour de France" in 2008 and returned with wonderful memories, friendships and new business contacts – thanks to French hospitality!

#3 | When the third generation entered the company in 2009 with Felix Redecker, you received an exciting look into the family-owned business. Felix told Quergebürstet in an interview how he went from sausages to brushes.



Redecker's brush magazine
Issue No. 3 / January 2009

JANUARY 2009

#3

The family business goes into the third round

Getting started

A family business thrives on the enthusiasm of its members. This is now being displayed by a further Redecker: Felix Redecker, 28-year old production manager and marketing expert, who is currently with Reinert in Versmold, has decided to step in and take a role in controlling the future of the family business. Felix is the third Redecker to make the Brush Company the main purpose of his life following its foundation in 1935 by Friedrich Redecker (the 'boss' as he was known in the family), and the subsequent takeover by the current owners Jutta and Gernot. We put the following questions to Mr. Redecker junior:

Q: Hello Mr. Redecker! Has joining the business come as a surprise to those involved?

F.R.: No, not really. I had spoken with my parents on a number of occasions about if and how we might work together in the company and how responsibility could be passed on at some time in the future - although we hadn't made any definite plans. I give my parents a lot of credit for never turning their wish into an obligation or request to join the company. It has always been an issue, but an open one. This allowed my decision to mature over time.

Q: When was the decision finally reached?

F.R.: It was very simple and uncomplicated. Around Christmas last year my parents asked me directly whether I could envisage joining the business. I said yes. The only problem was finding the right time, as leaving Reinert had to be carefully planned.

Q: Up to now you have made your career in a completely different industry. How does one make the transition from sausages to brushes?

F.R.: There are indeed a number of differences with regard to the products and marketing of them. But, however, as a product manager with a main focus on exports, coupled with my familiar knowledge of the Redecker product



Friedrich Redecker, the 'boss', founded the business in 1935. The third generation is now entering into the business.

world, I believe I'm well equipped to take on the challenge.

[Editor's comment: we learned from Jutta Redecker that Felix had often accompanied his father on his visits to suppliers and customers at the tender age of 11, even keeping notes of the meetings. A thoroughbred Redecker businessman! Since turning 18 he has also acted on behalf of the company on

a number of occasions.]

Q: Where do you see your main areas of responsibility in the coming years? Are you, in effect, taking over the responsibility from your parent's generation by joining the business?

F.R.: No, No! Things aren't going to happen that fast. Of course the reason behind entering the business is to ease the burden on my parents and to take over responsibility at some point. But I don't see that happening for a number of years yet. We're looking forward to a period when we can work together! My first task will be to support and further expand exports, which have grown considerably in the last few years.

Q: When will your 'first day' with Redecker be?

F.R.: I'll still be heavily involved with Reinert until the end of the year. My 'Redecker period' will begin in the New Year with a stroll across the yard to my new job. Part of entering the business involves being on the premises in order to be present when needed, so we (Jana, my future wife, and I) will also be moving into the large family home there.

Q: We wish you all the best and a good start with Redecker!



Felix Redecker: The youngest Redecker brings his know-how and enthusiasm into the business.

#6 | For the 75th Redecker anniversary in 2010, nearly the entire Redecker team went to Sweden. The great anniversary celebration included a cordial welcome to Jana Redecker. She introduced herself in Quergebürstet.

AUGUST 2010

#6

QUER- gebürstet

Redecker's brush magazine
Issue No. 6 / August 2010

75 years – where we go from here

We are staying young!



Nearly the entire Redecker team had a great time in Sweden. Where else can you find bus stops like this?

The Redecker anniversary year took us from one amazing experience to the next: Trade fairs, gifts, good wishes – we would like to express our sincere appreciation for all the great surprises.

The Great Party – The Great Trip

As a gift to us and especially to our employees, the entire Redecker team took a joint trip to Sweden which will surely be a highlight in the history of the company (take a look at the photos on page 2). We purposely limited our anniversary party on June 15, 2010 to a small group consisting of our employees and close friends. At the event, each family member presented a segment in the long Redecker history in their own personal words – and also spoke about the future, which will once again hold new ideas and fresh Redecker esprit: Jana, the wife of our son Felix who joined the company the year before last (as reported by QUERgebürstet), became a new member of our team and will make the Redecker family company even stronger. Jana was welcomed as a new

employee with great applause at our anniversary party. We at Redecker are all very happy! As a graduate in business administration, Jana Redecker had the opportunity to collect work experience at a company in the industry where she was responsible for product management and trade fairs – among other things.

Dear Redecker friends,
the anniversary year has come and gone. A great Redecker team trip, quiet time to look back and many cheerful parties are behind us. The future holds a lot for us: In August 2010, our daughter-in-law Jana became a "true Redecker" from a company perspective as well. We are especially happy about this because it means we remain a "true" family company: Bürstenhaus Redecker is a way of life, not just a job. Furthermore, the new 2010/2011 catalogue also presents all sorts of other news in the form of product additions. We are presenting the highlights on page 3.

Your Redecker Team

quergebuerstet@redecker.de

Interview with Jana Redecker

Before she assumes her new position, QUERgebürstet wanted to find out from Jana Redecker what it is like to "grow into" a family company:

Q: Jana, could you tell us when you first considered joining the Redecker team? ➔



Jana Redecker's "warm welcome" at the anniversary party on June 15, 2010.



Cleaning crew with reading:
Entertainment at our anniversary party.

JR (laughs): What do you mean – marrying Felix, or my new job? Anyway, I'll keep the former to myself ... I had already learned quite a bit about the work at Redecker through Felix – although I was very dedicated to my previous employer. Eventually I became so interested that I began to consider it; and when the work environment is so lively and interesting, it's an easy decision to make.

Q: So what are you planning to do at Redecker?



75 years Bürstenhaus Redecker: A special wreath is essential.

JR: I'm coming from product management – and that is also what I'll be doing now. I am going to focus more on purchasing and marketing. Aside from that, I am really looking forward to meeting everyone and learning new things. I'm happy that the team has made me feel so welcome!

Q: Can you tell us a bit about you personally?

JR: Of course! I'm from Bielefeld, which is also where I completed my education as an industrial business management assistant. By the way, I met Felix during the cooperative education programme that followed – now I'm telling you the story after all! Since we share so many of the same interests – we both enjoy outdoor sports and like to cook – we



Some of us were not quite awake at the shared breakfast in Sweden ...

quickly got to know each other better. The rest is (family) history...

Q: And your family history?

JR: I grew up in Bielefeld and sort of got my love of nature from my family: My best holiday memories involve vacationing in the caravan, always looking for good fishing spots ... When I was in Sweden with Felix for the first time, he could hardly believe that I really wanted to go fishing. By now, we can



Boss with champagne: Jutta Redecker celebrates 75 years of Redecker.

easily spend the entire day on the lake with our fishing rods.

Q: A quick answer please: What is your favourite Redecker product?

JR (quick like a shot): The leaf brush! I love large plants with generous leaves, and so the first time I saw the brush, it was like a revelation. It solves problems that are decades old! Also, even though I was a dedicated dishcloth fan for many years, I wouldn't want to go without a good washing-up brush under any circumstances now. Oh yes, also very important: A genuine ostrich feather duster is the best...



Two generations behind the lectern (from left to right: Jutta, Gernot and Felix Redecker) reviewed 75 years of Redecker history.

Q: Thank you! Thank you! We definitely don't need any more proof that you are a true Redecker ...

Teamwork: Bürstenhaus Redecker on the water (way) through Småland.



#9 and **#10** | Many Quergebürstet title stories deal with our materials and availability; we have often covered subjects such as quality and sustainability – things we value greatly!



Redecker's brush magazine
Issue No. 9 / January 2012

JANUARY 2012

#9

Redecker Products – Useful Information

Questions, questions – Redecker answers

Organic products have long become familiar and are now found in almost every household. In these times of rethinking, with daily discussions about the Kyoto Protocol, television broadcasts, movies and books on the topic of “Living without Plastic”, more and more customers are also finding their way to Bürstenhaus Redecker. This is because we only offer articles for working and living in a household without plastic.



Wild and shaggy: the longest natural bristles come from wild boars

As more customers become interested in our products, we also have to answer more questions. We are especially pleased to answer specific questions related to individual products. You are already familiar with our “Redecker references” as useful tools. Now you will find answers to the most frequently asked questions below.

Where do the various materials come from, e.g. the boar bristles, horsehair and goat hair that is used?

Most of these materials come from China. Horsehair also comes from South America, since hair and bristle are processed exclusively in those countries.

Where are all the trees cut? Are new ones planted to replace them?

The wood for our brushes, mainly beech, comes from Germany, Slovenia and Slo-

vakia. Slovenia in particular has a long tradition in the production of household items made of wood. As EU members, all of these countries are committed to sustainable forestry practices. This means forests cannot be clear-cut and new trees need to be planted.

How can boar bristles be so long? – I thought pigs had almost no hair. Do you have a photo?

The domestic pig as we know it in Germany has hardly any hair. It was bred out of the animals since growing hair or bristles consumes energy unnecessarily. This energy then serves to gain weight in order to grow the meat the animals are raised for. Since they are kept in large, insulated barns, the animals no longer need fur to keep them warm.

The long bristles come from traditional old breeds, with the longest growth over the back along the spinal cord. In this country one still sees such long bristles on wild pigs, with the longest and thickest on old boars.

Do the animals have to be killed?

Boar bristles can only be “harvested” from dead animals, since they have to include the root (the thickest and strongest section which sits in the skin). However, bristles are always available as a waste product since the animals are raised for their meat. Some horsehair is combed out, while goats are shorn just like sheep.

How long does a broom or brush made with horsehair or goat hair last?

There is no single answer to that question. Customers have shown me kitchen brooms worn down from use, which they bought 15-20 years ago from my father. (Gernot Redecker)

What is the best way to clean these brushes?

Most brushes and brooms do not have to be cleaned, since they are self-cleaning due to the movement of the hairs / bristles during use. Matted horsehair should be washed and then combed. The hair straighten out again when they dry.

Can twisted wire brushes also be boiled?

In principle, all natural bristles and hair can be boiled. In fact they are boiled 1 – 2x during dressing (preparation of the bristles from harvesting to the product ready for use). Only the wood cannot stand up to boiling the brush.

Can bristles and hair scratch plastic, wood or glass? No!

Are bristles unhygienic because they are hollow on the inside?

Boar bristles are not hollow on the inside. They merely have a coarser surface than high-end nylon or polyester bristles. PVC and polyethylene bristles have a similar rough surface – at least once they have been used – where bacteria can take hold. It is important for the bristles to dry after contact with water, since dry conditions do not allow bacteria to survive.

How do you clean bath brushes?

Bath brushes are cleaned with soap while washing your body. If you want additional cleaning; rinse with a water and vinegar solution.

Why do some bristles look like plastic?

After dressing, the surface of natural bristles is smooth similar to plastic and therefore just as shiny.

Do you, Mrs. Redecker, actually have all these brushes in your own household?

No, of course not, but I do have a large representative selection across our product range. Naturally, I have personally tried and tested every model.



AUGUST 2012

#10

OVER- gebürstet

Redecker's brush magazine
Issue No. 10 / August 2012



What is quality? An attitude towards life!

Like many other things, good bristles have become a rare and expensive commodity on the world market in the meantime. Those, who want quality have to search for it – but they find it as well.



In our throw-away consumer society, we are being faced with contradictions daily: everything has to be available all the time, immediately and in bite-sized portions as globalisation supposedly turns the world into a village; on the other hand, there is talk of an end to consumption and natural resources, of ecological and economic collapse.

We, for example are currently experiencing difficulty obtaining bristles of the required quality on the world market; natural bristles are a scarce commodity. Yet, we are standing by our principles and only purchasing flawless goods, from the product to the environmental conditions to social compatibility in production: all of

these factors are part of our overall view of product quality. We may have to search a little bit longer, go in person, pay more. But we always get something in return for our efforts: trust, reliability, good quality. Which is why we know no compromises. Our customers appreciate this

consistency by acknowledging and buying our products – which is also a matter of trust and shared objectives.

We want to thank you for sharing our products and our vision – and working with us to bring more quality and sustainability with less thoughtlessness and a slower pace to the world.

By the way, our new products with slit horsehair – yes, there is such a thing –

Room broom (120330) ...



... and hand brush (180330)
made from split horsehair.

are a nice example of our quality standards. The hairs are slit at both ends in a mechanical process, which makes them much more flexible and softer so they are perfect for use against fine and ultra fine dust.

Another example: the quality of relationships between our children is decreasing. Even in childhood, communication and friendships are increasingly being



shifted into the virtual reality of social networks. But when you bring children close to nature by surrounding them with natural things, you can see the quality of bliss you can create – in the eyes of a ten-year-old after a day in fresh air. Without Facebook, without iPhone, without Nintendo. Give our new articles for children a try – now in the catalogue. And when it's raining cats and dogs, how about our kitchen articles for children: time to cook and bake together!



#16 | There was another great celebration when the family-owned company had its 80th birthday: The entire team went to Sylt for three days and enjoyed a holiday there before following up with some wonderful impressions in a long title story.

AUGUST 2015

#16



80 years young: Redecker has a party!

Redecker brushes and brooms, dust wipes and paintbrushes, household and body care articles have been around for 80 years. How does a family-owned company that loves and lives with its products celebrate? We just took the entire team to the German island of Sylt and enjoyed in three days what we developed in eight decades. Find a little travelling report below:

Can't do without a wreath!

Nothing works without preparation: binding the wreath with the large "80" for our store on Sylt was a must-do and just the right way to start into three sunny days by the sea. The next morning, we took the bus and had a great picnic together to which everyone contributed on the Germans' favourite North Sea island – to festively hang the wreath at the Redecker store in the Friedrichstraße. The staff in the store had no idea that they were getting the wreath. They were accordingly surprised and happy.

Continue on page 2

Dear Friends of Redecker,

We are 80! It's an age that we share with such interesting persons as Christó, Luciano Pavarotti, Woody Allen and Alain Delon. We are happy to celebrate our 80th birthday a little in this new "Quergebürstet" - with a trip to Sylt, a bicycle tour in Barcelona and a new dealer product that will – we are certain of that – promise you true sales success. But let pictures talk now ... Have fun looking!

Yours truly, the Redeckers
quergebuerstet@redecker.de



**DO YOU WANT TO READ MORE?
ALL ISSUES ARE AVAILABLE HERE AS A DOWNLOAD:
redecker.de/quergebuerstet**

Beach, sun, Redecker

Since we're a young company of 80, it seemed to be logical to stay at a pretty youth hostel – a wonderful and comfortable site to stay in, only 5 minutes away from the sea. A highlight of the first day was the barbecue organised by the youth hostel, including the beautiful sunset! The second day on Sylt brought us even more beach and sun. First, we had a guided tour through the Lister Watt and the Museum of Forces of Nature, then there was the unavoidable and unique 80-years beach anniversary

party at Wonnemeyer at the beach near the little village of Wenningstedt – with food, music and dancing into the sunset. It was a wild party!

Working together – celebrating together!

We had our interesting guided tour through Keitum with Sylt's best tourist guide Silke von Bremen on the morning of our third day on Sylt, just before the drive back. They were a wonderful three days that brought us as a company even closer together, and where so many dedicated people ensured that we were all able to celebrate here: first of all, Friedrich Redecker AKA "The boss", who has been alive in our memory throughout these three days. As a family, we were particularly happy about being together and about the joy with which all of us work for Redecker, Being able to do and celebrate wonderful things. This joy found a great expression in the gigantic layered Redecker cake that we received



from the employees and that was, of course, cut right on site.

We were moved by the message in a bottle full of good wishes, sending us off into "the next 80 years". We are excited to see if it will ever find its way back to us.

**Three great days at the sea -
thank you all, it was great!**



#14 | When Redeckers are invited to Hollywood, that surely makes for a good Quergebürstet title story. Read up again on how we presented our brushes and which stars and starlets loved our products!

OVER- gebürstet

Redecker's brush magazine
Issue No. 14 / August 2014

AUGUST 2014

#14



And the Oscar goes to...

As a German brush producer, we didn't take the request to present ourselves at the Academy Awards in Hollywood quite seriously at first. Luckily we went back and checked...

No joke: When we receive an email with an invitation to a "Celebrity Gift Show" in Hollywood via the contact form on the Redecker website, we are not initially inclined to take it really seriously. But a tiny remnant of curiosity makes us go back and check anyway, and finally find out beyond a doubt: We are really being invited, as one of 50 companies worldwide, to a fair for the rich and famous leading up to the Academy Awards. So we accept – and initially make our way to California with mixed feelings.

The fair takes place the day before the award ceremony, in one of the Academy Awards hotels. In a separate hall, products and services from selected companies are presented to an audience that

consists of some stars and many more starlets. We build a stand at lightning speed and arm ourselves with copious quantities of Redecker products and materials.

For more than five hours we chat with a variety of A and B list celebrities; pose, laugh, show and give away Redecker products – with huge success as proved by the photos we show here. We will never forget meeting Mickey Rooney (now sadly deceased), Buzz Aldrin, Jon Voight and Lou Diamond Phillips. An unforgettable day on which the Redecker ostrich feather dusters, as well as many of our other beautiful products, are greatly admired. So much so that the organiser immediately wants to invite us to other similar fairs for other large events. Suddenly there's a lot going on on our brand-new Facebook page and the Twitter account that was set up just for this event. Redecker products are being tweeted about!



After the fair we can follow the Academy Award ceremony itself on a big screen at an exclusive dinner and meet more big names from show business – great cinema!

Conclusion: In modern, fast-paced Hollywood our production methods and ideas of quality are obviously typically German (see also p. 2) – in a positive way. The contacts and acquaintances made on this day extend far beyond the event itself. We are able to expand our horizons and bring matchless acclaim and recognition home with us. Last but not least: Certain exclusive dealers from the USA now list Redecker products in their portfolios...



HOLLYWOOD

#18 | France was one of the first export countries for Redecker, and has remained an important market for us still today. We also have Muriel Rohmer to thank for this. She has been not only a business partner, but a good friend to us for many years.

AUGUST 2016

#18

QUE-
R-
GEBÜRSTET



Redecker's brush magazine
Issue No. 18 / August 2016

Not only for soccer:

Allez les Bleus!

Our neighbor France is worth a Quergebürstet title story - even if winning the European Championship on their own turf didn't work out this time. We certainly would have wished it for France!

France is one of the first Redecker export countries

For more than twenty-five years now we have provided brushes and wood products to the country with the good way of life. But the relationship didn't really take off until we met Muriel Rohmer, the owner of "Marie Jeanne à Paris" 15 years ago at a German exhibition. She immediately recognized the Redecker potential for the French market, and we not only began talking right away but also established business ties very quickly. So well, in fact, that as early as 2004 the first Parisian exhibition followed, and a short time later, the first Redecker catalogue appeared entirely in French, a mutual success story. Today Muriel is not only a partner; she has long since become a good friend, and France, besides Germany, is one of our most important markets.



In France, great importance is placed on good craftsmanship and design. As a territorial entity, our neighbor also still has a good retailing structure extending to the small towns and villages, with many small, lovingly run home goods shops. On our "Redecker Tour de France" of 2008 we visited many of them and were charmed and touched by their devotion and hospitality.



With Muriel, we have maintained a wonderful partnership of many years through the present. For some time now, what has been a determining factor in our business in Germany for the past years is also developing in France: the transfer of the business to the next generation. Muriel's son Mathieu and his fiancée Alisa are preparing themselves for taking over the responsibility for "Marie Jeanne à Paris" and have been an essential part of "Marie Jeanne à Paris" since 2015. New energy and ideas are meeting with well-founded knowledge of the French market. Muriel will be providing the enterprise with counsel for a long time yet and fill an important role - just as here in Germany, the transfer will be carried out step by step. We thank Muriel in advance for the long, wonderful years we have enjoyed together and hope that everything will continue to stay in the family!



PORTRAIT:

The Redecker employees

The Redecker team has always had an important place in Quergebürstet. We have reported in detail across all departments in these ten years – both about the "Redecker originals," their anniversaries and achieved targets, and about the new members of the "Redecker family." From the workshop where new developments are created under the management of Gernot Redecker, to production and picking team, to the office team.

Being able to rely on a team that has become so well aligned and is always so joyful is very special. We are proud of the good, family-like relationship with everyone in the company.

It would be impossible to choose individual highlights from our reports. Therefore, we would like to introduce our entire team in this anniversary edition.

The manufacturing process: Nothing can replace quality, hand-crafted detailing!



Employee profile Jens – and his saw...

Jens Hawerkamp has been working at Redecker for 11 years, already a "veteran" despite his relative youth – he is 33. Jens is a cabinet maker and piece of the trade, which is very important in the company: Knowledge of wood is constantly required. However, his cabinet-making skill is not his only field of activities. To quote Jutta Redecker: "Nothing is ever too much for Jens. His willingness to help is incredible, both at work and in his private life." Jens Hawerkamp describes it as follows: "I'm not only in the workshop, but I also help out with production – or wherever there is a need. I simply enjoy having a hand in every thing. We are of course ONE team."



the printers in Northern Germany and drove straight to the trade fair in Paris ready waiting for copies. His experience helped him to remain calm. This experience was gained when he worked temporarily as courier driver between his cabinet-making studies and his appointment at Redecker and engaged through Europe. "In the longer term that simply was too exhausting," he said with a sigh. The Redecker job was a real stroke of luck for the native from Veremöd.

Privately, the man with the saw is talking on completely different endnotes: For the past eight months his daughter Josephine is the light of his life, which he shares with his wife Jutta: a caring sister, and four horses on an old farmstead. Hobbies? His passion for farm machinery (own Homag tractor with

hay tedder and forage mower, 1970 model) assist with tending to the horses, on the contrary his rather unusual enthusiasm for installing kitchen into old buildings receives slightly less attention. Jens looks forward to spending the next few decades at the Redecker branch company – a joy that he shares with the Redecker's...



A view of the wood workshop Jens Hawerkamp works.

That's also the reason why Jens has experienced so much in his 11 years at Redecker. As for example when he collected the colorful lot of the press from

With us for 15 years and more – true Redecker "originals": Jens Hawerkamp, Birgit Twelkemeier, Michael Schieleit-Theurer, Helga Hacker, Petra Jünemann, Karin Twelkemeier, Wolfgang Zeh, Heike Poggenklas, Heike Marowsky, Ulrich Tzschachmann, Sabine Kraak



Two Redecker generations, both under one roof.



The Factory Workshop Team with their extensive know-how will effectively manage any production issue.



The Admin Team: Always accessible to you by phone, E-Mail, or fax.



Employee Profile

Workshop and willow weaving: Ulli

I may not always look this way – but it usually does! Ulli Tzschachmann opens the door to the Redecker workshop with the wood stove and the nest roof of broom handles on the wall. Not only is a screw in the wall placed in the so much as a screw is out of place in the tidy, long rows behind the Redecker warehouse. No wood scraps can be found on the cleanly swept floor. There is a place for everything, and everything is in its place!

Order and Creativity

Ulli immediately demonstrates how practical his organization skills are by putting together and gluing a children's broom in a matter of seconds. His

memory game with pictures of Redecker employees, which made the Redecker anniversary trip to Sweden fly by his creation. He also served homemade hamburger, every third one of which had been seasoned with a special spicy blend – but of course the pictures were indistinguishable from the outside.

In his spare time, Ulli pursues an ancient craft that few can still call their own: Willow weaving. Rather than typical baskets, his focus is on screens and willow-woven elements.

Picked up at home ...

In the meantime, he has been with



Ulli at the anniversary party with Heike Poggenklas

switching careers – we each other personally – sounded good to me, be of Ulli. Today the pillar of strength if production – despite long, dorms a produced in the work

Employees Anniversaries

The older employees, the ones who have been with us for a long time, are an indispensable part of our company. These include the anniversaries of "employee seniority" as it should probably read in the official German. But we simply say, "How nice that you have been with us for so long. Heike Poggenklas and Heike Klaußner" and there is a festive atmosphere coming up that glazes us very much. Our feather duster specialist Sabi Hürzer – excuse us, it's Hürzer-Busker now – has married. Congratulations!

Five years ago at this point we celebrated Heike Poggenklas' 20-year anniversary of employment at Redecker "Redecker Redecker". Now it has turned into 25 years. How can such dedication be honored even more



What are the girls going to do with their feather dusters on the day of the anniversary?

lightly! Well, probably with a huge and hearty thank-you to our two guests of honor, because Heike Hürzer from the warehouse can celebrate a special 20-year anniversary with the Redecker Family as well.

We are grateful to both of them: wild employees like that, Redecker is simply not to be Redecker. Sabi Hürzer-Busker has many years of experience in our company. One of them is occupying the job of Redecker expert for the production of feather dusters. Another



At the Registry Office: The Redecker feather duster team



Friday breakfast at the packing table with colleagues from the whole company

Employee profile

The Warehouse Team: With Heart and Hand

The warehouse is the hub of the Redecker world. All products arrive and are stored, packaged and sent out again. This makes it very important for the team under our client slogan: "Total thinking across all areas". Everyone (the warehouse team consists almost exclusively of women) has to work independently while staying on

top of communication and what the others are doing. It's a long way from the receipt of goods until orders are packed. The "warehouse girls" – recognizable by their trolleys – push them through the concentration, picking shipments and getting them ready to send out. Team spirit consistently takes centre stage: suggested improvements are discussed at the department level and

jointly implemented. By the way, the team is also defined by sharing. The joyment of work and each other's own party is easy for anyone to see and hear: there's a lot of laughter! Our photos show the team and the birthday party on the fourth birthday of our warehouse master Ingrid Callong. There is no doubt: the 'girls' are having fun.



The warehouse team, from left Heike Mawerke, Ingrid Callong, Heike Hürzer, Christa Elward, Anja Rademeyer, Karin Tschachmann, Birgit Thewissen (woman), Michael Schielke

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From delivery note to logistics: The Warehouse Team will see to it that everything arrives quickly, correctly, and properly packaged.

A BIT LIKE A DIARY:

Great memories

Our Quergebürstet issues read like a diary: all the interesting and moving events around our family-owned company are shared with you. That brings back beautiful memories for us as well when we browse the previous issues. Another highlight: Gernot Redecker comments on current events and subjects that are important to him in every issue.

Redecker: Really typically German!?



© Rolf Sachs Studio - Reinhold Dettler / Foto: Byron Shier

One can't deny that almost all Redecker products have something to do with the theme of cleanliness. Whether or not that is typically German, we don't know. Rolf Sachs, however, a designer and artist in Lausanne who is the son of a French mother and German father, used our brush art to do away with the famous German virtues or rather, to depict them as ironically broken. In his celebrated exhibition "Typisch Deutsch" ("Typically German") in Cologne he depicts German "virtues" such as punctuality, industry and also cleanliness. Without us, it may not have been possible. Because we constructed two highly complex, 1.25 x 1.25 m high uniform brush pictures with

bristles - one with goats' hair and one with split horse hair - especially for Rolf Sachs's exhibition. Jutta and Gernot Redecker could not resist the opportunity to be there at the opening and were able to experience first hand the incredulous comments that were made by the visitors: Who makes something like this? How is it done? We were able to clarify and explain in a stimulating discussion.

After being extended, Rolf Sachs's exhibition in Cologne's Museum of Applied Science (MAKK) closed at the beginning of June. What remains are his ironic and intelligent ideas on German virtues and vices, a theme which we are pleased to have had a part in.



© Rolf Sachs Studio - typischdeutsch Ausstellungen im MAKK, Köln

Column



Brushmaker with a passion

Now that I have passed all of my knowledge as a brushmaker on to the next generation just as my father had done in his time, I really need not be concerned about the continuation of this craft. To have branched out from a family of rural brushmakers with their own company to a global brand leaves me content and shows me that tradition and modern living can always be harmonized. One simply has to want it enough.

Yours, Gernot Redecker

AUGUST 2014

#14



Against the grain

Rolf Sachs awakens the German in us ...

The commission by the artist and designer Rolf Sachs (son of Gunter Sachs) was a challenge even for an experienced brush maker: an evenly bristled and smoothly cut brush of 1.25 x 1.25 metres! Nevertheless, we basically did not produce the art works any differently to a classic Redecker brush and had a lot of fun with the commission. The humor of being able to help create the concept "cleanliness" as a German brush producer was the icing on the cake for me. While we are talking about clichés: The Redecker brush pictures for Rolf Sachs really embodied many additional German stereotypes: industry, precision, punctuality.... Should we be ashamed? - No!

Yours, Gernot Redecker

Gernot Redecker



© Rolf Sachs Studio - Reinhold Dettler / Foto: Byron Shier

Column

Branded goods: Redecker



Redecker products are beautiful, durable and practical. This simple quality definition has defined our product development from the founding of the company. Consistent quality and patience - these are the defining values on the route from a company logo to a product brand. We have travelled this road successfully. The fact is: Redecker products are well-liked and becoming more well-known; in the meantime many Redecker products have become classics that are increasingly copied - we are also not immune to that. Redecker becomes a brand - however, nobody needs to be concerned that we are moving in the direction of mass production because of that, or rather exactly for that reason not. That we simply can not (and will not)!

Gernot Redecker
Yours, Gernot Redecker

Column

10 years - 20 issues!

When I was supposed to write a column for the first issue of Quergebürstetten years ago, I didn't take it all that seriously. A little magazine in which we were supposed to tell a bit more about what we are doing here in Versmold with heart and mind. Looking back today, I can see not only how much time has passed, but also how my thoughts have kept returning to the same subject over the years: In spite of all the changes, from digitalisation to globalisation, nothing has changed about the basics. We still consistently produce good products for the invention, development and production of which we use all our skill and knowledge that we have acquired over many years. The quality of our brushes, brooms, and wood products makes us proud - it is the unchanging principle of our work. Whether we sell it overseas to Australia or pass it over the counter here in Versmold, doesn't matter to me. It is wonderful that all those Europeans, Americans, Asians, Australians and many others seem to be just as happy about our products as the farmers in Versmold are; whom my father supplied with his first practical stable brooms 80 years ago. What else could we wish for?!

Gernot Redecker

Yours, Gernot Redecker

Redecker down under



Redecker products are just as useful and popular - in Australia as they are here.

Jason Duke is an Australian who appreciates the finer things in life. He and his family have been distributing fine lifestyle and household products in Australia through their company SIN 50N since 2003.

clusive distributor of Redecker products in this part of the world so far from us yet modern communication technology makes personal contact possible. Redecker, Jason and his family are thousands of kilometers away from us and yet we know each other well. But that is not only due to the internet, e-mail and video, but also the humour and charm of the whole family. The Dukes are always ready to have some fun! It's a good fit for us. The Dukes are just as happy to keep in touch, and offer high

praise for Redecker products: "A combination of a wonderful design, functionality and high-quality, natural raw materials," is how Jason views Redecker products. Jason, we couldn't have said it any better ourselves. Thank you and greetings to "down under"!



(Facebook message), Jason Duke and his family



The Oxford Brush Company - powered by "Redecker of Germany"

Sometimes everything just comes together delightfully. Three years ago in England the Lander family set up an exhibition stand for the Oxford Brush Company. Today these years later, they operate their own retail shop with the Oxford Brush Company as full range of Redecker products. More than thirty years ago everything began for the Lander family with a small shop for shoes and hats in beautiful Bradford in the Cotswolds, and the

Oxford Brush Company offers the entire Redecker range and has been successful with our beautiful brushes and car accessories. We have visited many countries and fair trade shows, and brought a few pieces along, including the Lander family, for the product led quality to the state of a new company since 2014 by Lander himself and his team in independent Bradford in the Cotswolds, and the

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Trade fair dates summer 2016:
Maison & Objet
Paris
Sept. 2 - 6, 2016
Hall 6, F65

We are looking forward welcoming you!

www.facebook.com/BuertenstehausRedecker Like!



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La màs bella drogueria de Espana!



Redecker's round trips
Barcelona by bike!

When visiting our customers around the world - often as a team - whether in the New York area or the US desert, that was our first visit to one of our oldest Spanish customers: Drogueria Ramon in Barcelona. Owner Ramon, didn't exactly expect:

This "drugstore" is quite a sight. Ramon's Ramon is sitting in the middle of 25000 (0) items in his historically traditional drugstore. More than a century, it has been entering the scene, we are welcomed in the original Spanish manner. A clear-cut look at our latest find: the ride there has nothing like our locally mounted bikes, and have a look around what is 1990 and it seems that some products were added every year (like actually travel from that on, the store has been family-owned and family managed - and the owners are rightfully proud of it.

The specialty of the Drogueria is everything around cleaning. According to their motto: "If you want to see more of the Drogueria, check out 'More drugstore' on our website."

By nearly the entire Redecker range is exposed, standing and hanging in this lush paradise, where one thing can be discovered everywhere: We have been allowed to supply this wonderful store for 20 years now. Thank you, Ramon!



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Maison & Objet
Paris
Sept. 4 - 8, 2015
Hall 6, E83

We are looking forward welcoming you!

www.facebook.com/BuertenstehausRedecker Like!



In recent months we have undertaken the largest renovation and expansion of our buildings and storage areas in the company's history - we will need a little while still, but then you will be able to read about all the details here, of course. The whole project follows the Redecker principle: First make the plan; then set it into motion step by step while reviewing details with the team, consulting experts and correcting the plan accordingly. To proceed in this way is often easier said than done, but it is logical, clear and rational. It seems odd that, with the great political and social issues and problems currently being discussed around us and in the world, such simple and clear principles do not seem to apply. Or am I comparing apples to oranges? Perhaps just a bit...

Gernot Redecker
Yours, Gernot Redecker

Stars and Shootings: License to Brush

Who is being photographed - and why? What does the hair of Roger Moore have to do with PC brushes?

One would think stars in the world of brushes are relatively rare. Wrong! When Felix Redecker helped a friend in the book trade answer a quiz question ("In how many 007 movies did Roger Moore star as James Bond?"), she didn't really think she would win the grand prize. Dinner with Roger Moore. Yet his grateful friend made a clear commitment: "If I win, I'm taking you with me!" And - she won. Soon an exclusive dinner was held with 13 other guests. Appearing: Roger Moore, James Bond fan Felix Redecker and - a PC brush we

presented to the movie star and UNICEF ambassador as a gift. As you can see, he was overjoyed (and very much inter-



mann (www.birkmann.de - top-quality cookie cutters, baking dishes and pans) was looking for honest and genuine cooking and baking professionals. The Redeckers didn't have to be asked twice and spent a pleasant afternoon with plenty of laughs and actual baking under the eyes of professional photographers. Not only were the results delicious but also appealing to the eye: Lars Birkmann is now enjoying top-quality pictures (and so are we!).



ested). But Felix Redecker's suggestion to call this item the "007 Brush" henceforth ended up being discarded...

Jutta and Gernot Redecker had the opportunity to participate in extensive photo shoots in their first official booking as a model couple: For a catalogue photo shoot under the motto "Anyone can Bake", the company RBV Birk-



Redeckers love to travel and like to combine this with visiting their customers around the world. The section "Redecker's round trips" often reports in detail about exciting meetings.



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. When it comes to opening stores called "Guten aus Deutschland" (Good things from Germany) in the opening of the flagship store in Dallas, to inaugurate the store and train the employees in sales and material care 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. The last film has great points and wants to open another 10 branches in China in 2016.

The high demands of the company become evident when considering that all brands and crafts companies were visited in Germany personally to verify the quality and corporate identity. Some impressions can be seen here. Thank you, De la Pin!



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Maison & Objet
Paris
Jan 22 - 26, 2016
Hall 6

Birmingham Spring
Birmingham
Feb. 7 - 11, 2016
Hall G, G606

Ambiente
Frankfurt
Feb. 12 - 16, 2016
Hall 1.2, G60



Take the size-9 iron...

Redecker's company sports events are legendary and not a thing for those who count calories. Our team players were able to prove this once again in grassland golf – a robust golf version with a large club and a rubber ball. It went cross-country, past fields, through meadows and trees, across a brook. Each team of six had a hand cart with solid and liquid snacks – the shots were counted and the team that had the fewest won ... It

was great fun and a close race! In the end, the winning team was ahead by a single point. Felix Redecker saved the family's honour by becoming the best single player. During the subsequent barbecue, the victors and the vanquished were able to talk about the best technique over a beer and boast about their skills in our next discipline. We're going bowling! We will report on it here...

Corporate Sports Programme 2.0: Redecker on the ice

The winter of 2015 / 2016 was long, wet and ... mild. So it was almost obligatory to continue the Redecker Corporate Sports Programme with a real winter sports activity: Curling! As always, we had a wonderful time,

and the Redecker trophy found a worthy new owner in Michael Rolf, who was able to demonstrate the requisite agility and finesse and won the game on the ice. We were able to keep the exhausted crew warm with eggnog and a quite

dangerous speciality of red wine and rum: brandy punch with a burning sugar cone. Delicious and highly alcoholic! Congratulations, Michael! Next time we visit to a very special golf course ...



Column



Men and house cleaning?

That is not incongruous in this day and age, is it?

Admittedly, we men may usually take more of an interest in the detail than in the whole, but much has changed in contrast to how it used to be. And with professional tools, everything is easier anyway... Plus, the kids should also be introduced to the subject. In my experience, whether in the child's room or when helping around the house, if your child does something together with you, then it is also fun. Especially when, on top of everything else, design and functionality harmonize. Then you are probably using a Redecker product: Handmade in Germany!

Yours, Gernot Redecker

Athletic or comfortable, but always family-like – that's what our company-internal events are like. Christmas celebrations or company sports: We love to share it all with you!

Trade fair dates summer 2017:

We are looking forward welcoming you!



Maison & Objet, Paris
Sept. 8 - 12, 2017
Hall 6, E 74 / F 73



glee, Birmingham
Sept. 11 - 13, 2017
6H04



home, London
Sept. 10 - 12, 2017
K28



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