



QUER / gebürstet

Redecker's
Brush Magazine

Issue No. 22 · August 2018



THROUGH FRANCE IN EIGHT DAYS:

Redecker's Tour de France - Vol. 2

10 years ago we went on a trip across France to visit our customers and collect new input for the development of beautiful and practical Redecker products. It was a great trip: The hospitality was overwhelming, the interest in our products and their origin was enormous. In 2018, it was time to go on a Tour de France once again: Much has changed in the last years!

The initial reason was the transfer of Redecker's representation with Marie Jeanne à Paris to Mathieu Rohmer, the son of our long-term partner and friend Muriel Rohmer, and his wife Alisa. They had a beautiful idea: Together with the new owners, we went on a great introductory tour through one of the most beautiful countries in Europe to get to know the country and its people – while also visiting the most beautiful stores with Redecker products!

DEAR CUSTOMERS AND FRIENDS,

A newly designed catalogue, a new online shop (launched earlier this year), a great number of new products in development ... we are reinventing ourselves – just as we always do.

It's nice to know that everything will stay as it is anyway: The quality of the Redecker products, our insistence in working only with natural raw materials, our maybe old-fashioned refusal to use assembly lines, global shopping providers with a claim to ruling the world – and plastic.

What will you find in this issue of Quergebürstet? We have experienced a lot – in France (travel educates!), at the large Redecker family festival (150 visitors!) and doing archery (there was some sharp shooting!)

Have fun reading – we look forward to the upcoming trade fairs!

Yours, the Redeckers
quergebuerstet@redecker.de



Once again, we were overwhelmed by the French ability to present all things beautiful and combine them with practical use. We have hardly ever found such attractive displays of old and new, modern and old-fashioned, decorative and practical, side by side.

Although we only had just over a week for our trip, we were able to travel through the entire country – thanks to good planning by Alisa and Mathieu: We left Paris for Fontevraud by the Loire, and went on from there to Bordeaux. Visits to Gramat in beautiful Quercy and to Cahors followed. The next stage included Marseille and Aix-en-Provence. Then we returned to Paris via Lyon and Dijon for our final meeting. All of this only took eight days!

Sixteen customers were on our agenda. Sixteen customers welcomed us cordially and with great hospitality. We enjoyed sixteen different French kitchens – and experienced sixteen extraordinary wine regions up close.

The most important thing for us was to experience sixteen different store concepts, each of which had a unique way of handing Redecker products: From museum gift shops to classical household goods stores, from magical odds and ends collected over more than a century to the modern specialist store of a large chain. We were able to make new friends and say farewell to others – our friend and customer René Baffalieu is closing his wonderful store after a long and successful time in business. We

found the smallest Redecker on a campsite in Southern France, while the largest one carries nearly the entire Redecker range!

We were able to talk about new ideas and products everywhere as well, and took home some great inspiration. Some of them will soon be turned into products! The direct feedback on required products, but also on sales units, packaging, processes around orders and delivery was highly valuable for us and will advance us further.



One important insight from all our interviews: We have made products of natural materials – from the brush bodies to the bristles – for 83 years. In contrast to some other manufacturers who have switched to other materials including synthetics due to the hard supply situation at times, we always try to find a "natural" path. This is what makes Redecker brushes special and what sets us apart from others. Unfortunately, we often found that not only Redecker products but even the Redecker concept has been imitated. But as they say: "Imitation is the highest form of praise"!



COLUMN

Reinvented – and yet the same as always?

I recently watched a film about traditional tofu production in Japan. The 65-year-old production manager said: "If we don't change and develop all the time we won't stay true to our tradition." That's just it! If you refuse new ideas,

techniques, improvements, and pleading traditions, you will stagnate. If you stagnate, you cannot improve. This was precisely why the German national team had to leave the Football World Cup early a few weeks ago. We at Redecker subscribe to the successful principle: Our products depend on quality built over decades of experience – and relying on continuous further development of the designs, techniques, and materials. The fact that we successfully manage this split is the secret behind Redecker's success.



Gernot Redecker

Yours, Gernot Redecker



Family festival with the Redeckers

If you understand "family business" the right way, you have to celebrate as a family as well: the great Redecker family and work festival was a huge success. It was the first time our festival grew quite so big. 150 guests attended. Work tours and presentations of the production finally enabled friends and families of the Redecker employees to get to know the workplace and its environment. There were many other offers to enjoy as well. Rope pulling (with Redecker prizes of course), tin can toss, a bouncy castle and a pool (not only for the youngest guests), a half-hour show production by Hannes and his "brush punch" and four well-attended work tours led by Jutta and Gernot Redecker

kept us on our feet all day – made perfect, of course, by ice cream, barbecue, beer carts, and best weather. Special praise goes to the great cake buffet that many contributed to: Thank you for all the treats! We would like to thank the organising team Birgit, Marcus, Silke and Jutta for their ceaseless work – it was a great event that will remain in the great "Redecker memory" for a long time to come.



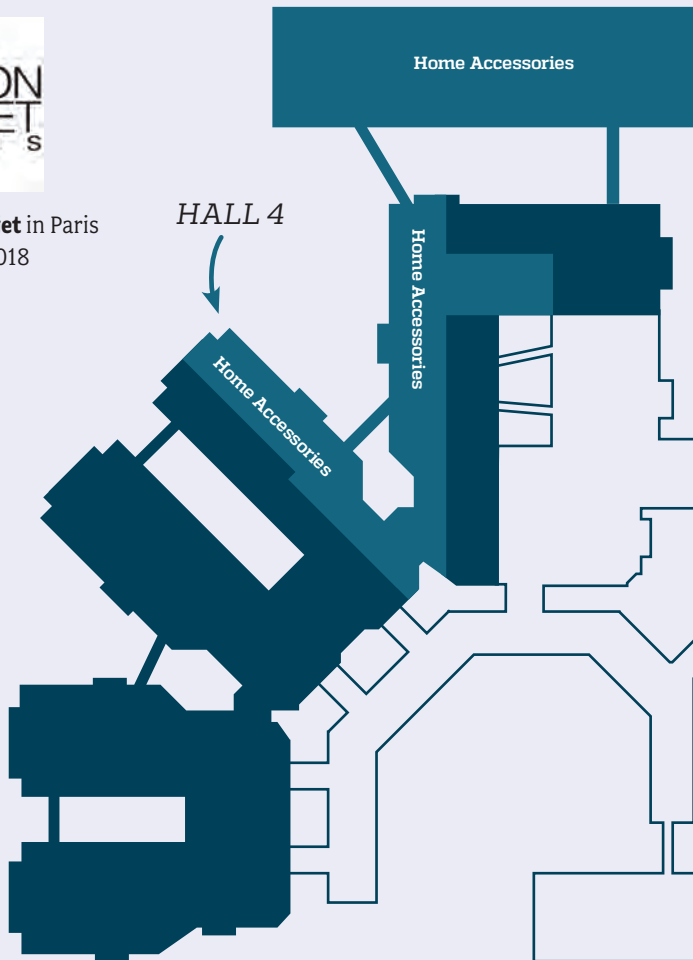
Trade Fair Dates 2018

Attention! New location at Maison & Objet!

Small change of scenery at the Maison & Objet in Paris: This year you will find us in hall 4 stand H90! We look forward to seeing you!



Maison & Objet in Paris
Sept. 7 - 11, 2018
Hall 4, H90



Further trade fair dates:

TOP DRAWER

HOME | GIFT | FASHION | CRAFT

Top Drawer in London
Sept. 9 - 11, 2018 | H-D23

glee

Glee in Birmingham
Sept. 10 - 12, 2018 | 20Y24-Z23

NEWS FROM THE COMPANY SPORTS SERIES AT THE REDECKER'S:

A secure shot with a bow

Our company sports event took us to the great archery range in the disabled people community in Versmold this time. After a detailed instruction and some test shots, it finally was time for a competition!

Every employee had 3 x 3 shots at the target. Ulli Tzschachmann turned out to be a particularly secure shot. The subsequent barbecue buffet then offered tasty sausages and a bit of "target juice" for everyone.

Congratulations, Ulli! And for everyone else, the next event is sure to come soon! It will match the summer theme of 2018 and have something to do with the Football World Cup.



REDECKER
Bürstenmanufaktur seit 1935

Imprint

QUERgebürstet – Redecker's Brush Magazine is published at irregular intervals several times a year by Bürstenhaus Redecker GmbH Bockhorster Landweg 19 DE-33775 Versmold
Phone: +49 (0) 54 23 - 94 64-0
Fax: +49 (0) 54 23 - 94 64-20
info@redecker.de · www.redecker.de

Chief editor:
Jutta and Jana Redecker

Price per copy:
55 eurocents plus postage

Editing and production:
Weiß & Partner, Oldenburg,
www.weiss-partner.com