

QUER- gebürstet

Redecker's brush magazine
Release Nr. 2 / July 2008



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 hospitality.

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 existing products from



The Redecker family

Dear Redecker friends,

our second issue is here! Many thanks for your friendly and supportive feedback to our “little brush magazine.” We're excited to offer you something new with QUER-gebürstet, which provides a closer look into the world of Redecker for both you and your customers and also introduces many novelties and innovations.

In this issue, we will also focus on France, a country where our products are held in high esteem. Additionally, we'd also like to introduce our most loyal employee, who many of you know from the last issue or from calling us: Heike Poggenklas.

Sincerely yours,
the Redeckers

quergebuerstet@redecker.de

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”).

Our "Tour de France" stations: French Redecker shops and their owners



Eva Baz'Art, Paris:
Marie Billet & Ludovic Rousseau



Au Bout du Quai, Rennes:
Laurence Cureau
& Jean Michel Martin



Zodio/Objet et Compagnie, Paris/Lezennes
Nicolas Sinquin



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



L'Arbre de Lumière, Lyon:
Muriel Kahn



Gamm Vert, Montelier:
Roland Bois



Benoît, Lyon:
Jean-Philippe Nart



Décor et Savoir Faire, Montpellier:
Myriam & Murielle Genin

The nicest novelties in Summer 2008

Brushes in "fish-design", thermowood and straight forms

In with the new! In record time we have introduced almost 80 new articles into our assortment.

Many new thermowood products are of course included, from bath accessories to nailbrushes. We also developed beautiful new sales aids, which make the presentation of our Redecker articles not only visually appealing, but also simple. Among these are, for example, new tubs, cans and metal buckets in glossy or matte black finishes – together with an embossed Redecker logo. Along those lines we also have small metal cases and canisters that are perfectly suited for gift packaging, e.g. for a nail brush.

We have also extended our assortment of brushes in fish forms, which are in part also available in thermowood variations. This is just the tip of the iceberg – you'll find the entire new product range in the Redecker innovations booklet, which you can request at any time.

Tel.: +49 (0) 5423 94 64 - 0

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luffa massage pad "fish"
with cotton rope
615050



bathtub-shelf - fish
Fish shape
Size: 90 cm, oiled
thermowood
732990



Soap box
with lid
Size: Ø 8,3 cm x 4,3 cm,
black galvanised metal
637001



Thermowood soap tray
Size: 12 x 10 cm, oiled thermowood
737575



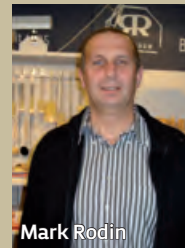


Droguerie Marty Roubichou, Toulouse:
Annie Lapert, Geraldine Pesablens &
Annie Casteras

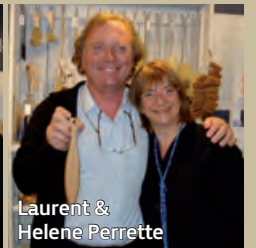


Le Grand Magasin, St.-Remy-de-Provence:
Felix & Jutta Redecker, Francis & Leonore
Braun & Gernot Redecker

We would like to express our gratitude for fantastic support and help during our trip to:



Mark Rodin



Laurent &
Helene Perrette



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



La Droguerie de Marine, Saint Malo:
Laetitia Aron



Matthieu & Muriel Rohmer,
Matthias Secret



Gamm Vert, Romans:
Kevin Bertrand & David Rodriguez



Le Bazar Saint Rémois,
St.-Remy-de-Provence:
Leonore Braun & Muriel Rohmer



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



Quelque Part en Bretagne, St. Briac / Mer:
Stella Leroux, Nathalie & Pascal Leroux

Bath radiator-/hand towel dryer-brush

oiled wooden handle
bristle area length 34 cm, Ø 4,5 cm each, Size: handle: 16 cm,
dark goat hair
510502



toilet brush stand

with WC brush
oiled thermowood grip, replac-
eable brush head, black nylon,
Size: 10,2 x 10,2 x 15 cm, with
black galvanised metal insert
367320

Column

Working with wood



One look behind the scenes in the Redecker idea workshop or in product development will show: wood is a living material. It makes a big difference whether I use oak, beech or pear wood for a brush.

In a long series of tests with ever-changing, handmade prototypes, we find the right form and material for a brush, a handle or soap dish. The new Redecker thermowood was especially difficult, as we are currently one of few companies that use this product. Thermal treatment ("baking" the wood) often makes the material brittle and hard. Small parts like brushes or slim handles quickly break or split along the edges. Our own patient fashion of always working with new materials and shapes finally resulted in success. Ash wood, specially heat-treated in Austria in a method specially created for us, has the necessary properties to provide stability to small and slim shapes.

Choosing the right fibres to carry out the brush's purpose is another chapter. We'll discuss this topic in particular in the coming issue of QUERgebürstet.

Sincerely yours,
Gernot Redecker

Employee portrait

Redecker veteran: 20 Years of Heike Poggenklas

She's been working with us at Redecker for 20 years. She has accompanied the firm from the beginning, engaged herself in its expansion, is always willing to tackle any job and is our number one problem solver today: Heike Poggenklas.

Inside Redecker

20 years ago, Heike Poggenklas sat back-to-back with Jutta Redecker in the first small office, right next to the family's living room, and busily typed business letters and the first export correspondence on a clacking typewriter.

"A lot has changed up to now and sometimes I wish for the old times with just a couple of colleagues," says Heike. "Everything was very small, intense and manageable. In one day, I could apply leather bands to brush handles in the cellar, assemble brushes, package them and write the corresponding shipping papers."

The atmosphere remains

Today, production is rationally organized and Heike Poggenklas no longer assembles brushes. She is responsible for supporting international and major customers. In a corporation or start-up business, one would probably call that "Key Account Management." At Redecker, we just give a short and dry laugh at such extraneous Anglicisms.

"Despite everything, the environment remains very friendly and familiar," explains Heike. "We laugh a lot, and the atmosphere is very relaxed and clear."



Rooted at Redecker

Heike Poggenklas has become an increasingly important personality at Redecker over the years – and her relationship to the company has become ever closer. At some point, she moved together with her husband, a self-employed garden architect and landscaper, to build a house directly next to the nicely situated company property and raised her two children there. They are now full-grown and study in Bielefeld. Over the years, friends of hers have found their way to Redecker, and many colleagues have become friends. For Heike Poggenklas, her roots here go to deep to imagine leaving.

What does she like to do? What is she not fond of? She thinks for a while, then finally says, "I find it difficult to delegate. I had to learn and I sometimes still have trouble with it today." We don't even need to ask her what she does well – we already know. No one at Redecker has earned the name "Problem Solver" more than she has. Her clients appreciate her prompt, at times unorthodox but always practical solutions. She simply knows the important ins and outs of the business – and furthermore also speaks English and a little bit French...

Thank you so much, Heike – all the best for the next 20 years!

Expositions 2008



Maison & Objet in Paris

5 - 9 September 2008.

Hall 6, Stand L 96

With an expo stand twice as big!

Masthead

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