

OVER- gebürstet

Redecker's brush magazine
Issue No. 5 / January 2010



75 years of brush making by the Redecker family

A brand is created

Friedrich Redecker started in 1935 to make a living as a brush maker with the manufacture of good household brushes. The brushes were sold to regular customers, mostly in agriculture. Who could have imagined that today, 75 years later, "Redecker" would have become a brand name for innovative, natural household and wellness products.



Group photo in the garden: The Redeckers presenting new products for 2010.



Seven years old and already a true brush maker: Felix Redecker, permanently involved in the brush-making company for the past two years.

not only helped to find production partners but also brought more know-how in handling new materials and dealing with new techniques. We were suddenly taking part in trade fairs in Europe, the US and Japan! The company Redecker expanded, employed more staff and ex-

Dear Redecker-Friends,

2010 lies ahead of us – a special for Redecker. Not only because of our anniversary but also because of the rapid development of the Redecker brand.

We are aware of the trend towards shorter and shorter product cycles and constant new product developments, a trend that we only follow to a limited extent. Even today we still have products in our range that haven't changed its shape or form in 20 years. To us that proves the value of solid and professional product development. Success proves itself to us and to you. A good article is valuable, practical and appealing. A true Redecker product.

Yours, Redeckers
quergebuerstet@redecker.de

panded some more. Time flew and not only did the children grow up but Redecker also enjoyed steady and consistent growth. And indeed, in January 2009 the third generation joined operations. Felix Redecker, Friedrich Redecker's grandson, continued the family tradition and infused the company with ideas and motivation for a new future.

Even more so since the start of the "modern" Redecker brush-making company was by no means a matter of course: In 1987, after Friedrich "the Boss" passed away, the idea was to utilise and sell the remaining material. The resounding success that came with participation in two craft markets made for an easy decision: We will continue with the business! Incidentally, in the process we "invented" the brush stands at craft markets.

The eighties and nineties saw the birth of catalogues, the expansion of the product line and – always more important – the emphasis on the in-house development of new products. The old craft market times belonged to the nostalgic past and the first international contacts



A winter wonderland in Versmold. The company buildings are truly eye-catching.

Everything new for our anniversary: Website, shop and catalogue for 2010!



Brand new: Our 2010 Anniversary Catalogue

The Redecker catalogue has been given a complete overhaul in time for the anniversary; apart from redesigning it with decorative visual effects, we have new images of more than 100 products! On 144 pages the Redecker product worlds are now presented to retailers in a beautiful and user-friendly format.

www.redecker.de

We have transferred the product worlds idea from the catalogue to the new www.redecker.de website, which in the first place is aimed at interested end consumers due to its design and layout, but dealers (e.g. in "Redeckers advisors") will also find some new innovations and background information on our

products. Users can navigate the site super fast and intuitively with the dynamic image menu in the header. Updates and news from the Redecker world makes it worthwhile dropping in from time to time. The latest edition of our magazine "Quergebürstet" can also be found there!

can easily be done from computer. Tried-and-tested features such as quick order per list by entering an item number have naturally been retained from the old shop. Interested end customers who want to browse more intensively through the product worlds also have access to the shop. However, prices are not visible and orders cannot be placed in the shop.



New on our website: The online scroll catalogue

The biggest attraction on the new Redecker website is indeed the online scroll catalogue on www.redecker.de. Comfortably scroll through the new catalogue on your monitor, use the search function to look for specific articles, directly print out information and ideas – that's how easy it can be. Simply try it out for yourself!

The dealer shop: shop.redecker.de

Our dealer shop at shop.redecker.de has also been completely revised.

The options for dealers to obtain product information have been much improved and orders



Redecker all over the world

Redecker products are sold on all continents

Did you know that? You don't have to go without your favourite Redecker products on any continent. In almost every corner of the world, from New Zealand to Finland, from America to South Africa, a dealer or dealers can be found who have recognised the value of our brushes, bathroom accessories, brooms or dusters and distributed the-



The John Derian Company has shops in New York and in Provincetown, MA. We visited their beautiful Manhattan store

se products successfully. Perhaps you clean your vegetables in exactly the same way as the restaurant chefs in Hong Kong! An Australian farmer might be using the same doormat to wipe the Outback dust from his boots as you are now using to clean your shoes of the fresh snow. To us that is exciting: And indeed so interesting that we would like to know more: If you manage or know a shop stocking Redecker products that are far away from Germany, please send us a photo of the shop front and yourself, even better while holding a Redecker product and with a few explanatory lines. You can then look out for your photo in one of the next editions of "Quergebürstet". We look forward to your replies and feedback at www.redecker.de



The shop manager Amy Lipkin and Felix Redecker

The next generation for the brush-making fraternity?

How little Vasily made brushes in Frankfurt

Right from the beginning, the catalogue mail-order company Manufactum offered many Redecker products in its product range. To the opening of the new Manufactum branch in Frankfurt on 19 November 2009, we were also invited along with other craftsmen providing us with the opportunity to present our hand-made brushes. Customers were fascinated, asking question while feeling and touching the products. However, one group was particularly excited: the children. The stand more and more became a major point of attraction for girls and boys of all ages. The day gradually developed into a brush-making workshop for children. Gernot Redecker took the lead and gave assistance. In the course of the afternoon



The next generation for the brush-making craft? Little Vasily Yemelyanenko is proud of his good work. And rightly so!

every child has made its own baking brush. Time and again we experience how children are fascinated by old tools and doing something that requires much dexterity. It was perfectly clear that everyone at the event, even the older children, had lots of fun. But it was especially little Vasily Yemelyanenko who put his heart and soul into the activity. It was almost impossible to tear the little 8-year-old away from the bristles, machine and cutting blades. The next generation for the endangered brush-making craft perhaps? "That would be great," Gernot Redecker laughed. "But let's ask him in eight years time again..."

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)!

Yours, Gernot Redecker

A fine feeling for the right bunch size is essential, but it takes years of experience to acquire.



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 plies his 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 activity. 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 everything. We are of course ONE team.”



Jens and his saw: He loves working with machinery, whether at work or at home, where his 1970 Hanomag waits.



A view of the wood workshop: Jens Hawerkamp's world.

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

the printers in Northern Germany and drove straight to the trade fair in Paris where everybody at the stand was already 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 zigzagged 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 Versmold.

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

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



Relaxing outside with Michael from the warehouse during a break.

Trade Fairs 2010:



Maison & Objet
in Paris
22. - 26. Jan. 2010
Hall 6 L 89

ambiente

Ambiente
in Frankfurt
12. - 16. Feb. 2010
1.2 G 49



Vivaness 2010

Vivaness
in Nuremberg
17. - 20. Feb. 2010
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