



QUER / gebürstet

Redecker's
Brush Magazine

Issue No. 28 · January 2024



OUR NEW PRODUCTS

Handpicked for a better life.

The new Redecker catalogue is a real firework display of beautiful and practical items for an enjoyable, sustainable life. And in keeping with the theme of this year's QUERgebürstet – do it yourself! – in this issue, we take a look at how we actually do (almost) everything ourselves here at Redecker: From the invention and selection of our new products to their way into the Redecker catalogue and online store. Have fun browsing!

MAKE EVERYDAY LIFE MORE PRACTICAL - AND ENJOY IT!

Our new highlights focus on everyday items that not only make our lives easier, but also more beautiful! The new hand brush with matching dustpan, for example: a real designer piece that not only looks great, but is also more practical and ergonomic than others. ▶



180398
hand brush



207098
dustpan

DEAR CUSTOMERS AND FRIENDS,

This issue of QUERgebürstet is all about us ... ;-) Today we want to take a look behind the scenes with you: How is a new Redecker product actually created? What tests does it have to pass to be rewarded with a place in the catalogue and online shop? And what else goes on behind the scenes before new products find their way into our media? We'll show you!

See you at the trade fairs!

Yours, Jana and Felix Redecker
quergebuerstet@redecor.de



303303
lawn mower/robot brush set



752512
fermenting basket brush



071006
children's nail brush,
light bistle



023804
wall mount with shelf



342526
garden cushion brush

The angled shape of the brush body helps when sweeping in corners, while the split horsehair spares no crumb or grain of dust. The ergonomic handle made of oiled oak wood makes it easy to hold – be sure you don't hide it in the cupboard! The set looks great hanging on the kitchen wall. Several other specialized brushes that many have been waiting for are finally here: the robotic lawn mower brush set on a ring, a special garden upholstery brush (quickly remove dirt, pollen and leaves from upholstery!) and – perfect gift for bread bakers! – our fermenting basket brush not only makes life easier, it also looks great. ... and why didn't we come up with the idea of inventing a

dishwashing brush with a scratch-free wooden edge to remove stubborn residue from the baking tray, for example?

Small highlight: The new lint comb uses mineral-coated fabric and works wonders on soft textiles such as wool and cashmere. Big highlights: To create basic order in the hallway, shed, corridor or kitchen, we have come up with wall mounts made from beautifully oiled beech wood. These look great in combination with our ingeniously simple boot holder, which is perfect for drying winter boots, rubber boots or riding boots (we copied this from skiing ...). But our new kitchen textiles are also worth a look: beautiful, elegant fabric, great quality.

ENJOYING LIFE IN THE BATHROOM ...

Aren't they adorable? Our new, completely self-designed and manufactured children's nail brushes are just the right size for small children's hands who have yet to learn how to clean their nails. The individual motifs are lovingly hand-drawn illustrations that are lasered onto the wooden body. Also means: only wood, bristle and linseed oil, no chemicals or paint involved! Their big sisters, our new oak nail and massage brushes, have also become real beauties, we think. The great grain in the oak wood comes out even better when the brushes are used wet, which of course they don't mind. However, we have fallen in love with our new gray-green water pitcher, which also comes with a storage tray. Together with warm wood tones such as oiled beech or oak, this is a dream team for us in the bathroom and is always a little moment of joy when we walk in.



438510
lint comb/lint remover



380005
boot holder



360025
metal toilet brush
holder with brush



At our side since
September 1, 1988 (!):
"Our" Heike



35 YEARS OF SERVICE FOR OUR CUSTOMERS

Goodbye, dear Heike!

It's a milestone in Redecker's history: our dear colleague from the very beginning, Heike Poggenklas, is going into well-deserved retirement. For many customers and partners, she was not only a contact person for many decades, but also a companion and ... friend. In particular, our friends from Marie Jeanne à Paris in France, Muriel Rohmer, and now her son Mathieu and his wife Alisa work very closely with her. Fortunately, Heike will remain with us and our customers until summer 2024 before she

"really" retires. Her successor Gülay is already waiting in the wings and will ensure that things continue as usual. When we were talking about all this, we realized that we have been going to Maison & Objet in Paris for 20 years now! And of course we will continue to do so.

We look forward to seeing you – at this year's Maison from January 18 to 22, 2024!



Mathieu, Muriel and Alisa



MY FAVORITE REDECKER PRODUCT

Essential in the garden!

Instead of Gernot's short column, we would like to introduce a new section here in future: A variety of lovely people from our area will describe what their favorite Redecker product is – and why. Today we start with Claudia from our agency with her beloved garden tool brush (312629):



"We can no longer do without the garden tool brush when gardening – in our large garden in the country, we are actually busy all year round. All garden tools are now cleaned quickly, easily and conveniently straight after use – that wasn't always the case before ;-). Even wet soil is no problem! The integrated scraper is great if something gets stuck.

I also use the brush – like so many other Redecker brushes – for other things in the house and garden – brushing flower pots, cleaning rubber boots ... Despite constant use, the garden tool brush still looks almost as good as new. Very durable!"

Greetings from the garden!
Claudia



DO-IT-YOURSELF WITH REDECKER Pasta Pasta Pasta!



What a day! When we tried out the new pasta tools in the Redecker test kitchen (which is our own at home ;-), we quickly realized: We have a new passion! We don't need complicated pasta machines, just our hands and excellent hand tools made of wood and food-safe aluminum or stainless steel. We found the contact with the product – the dough – just right and wonderfully relaxing, almost meditative!

Our pasta tools come directly from Italy and are also made there. Where else would they come from? Incidentally, the legend that explorer Marco Polo actually brought pasta to Italy from Asia is not true: pasta already existed in Europe before his time, probably even long before the turn of the millennium in the year 0.

There are countless dough recipes for homemade fresh pasta (which simply cannot be compared with conventional dried industrial pasta).

Here is ours:

Pasta al Jana (for 8 persons)

400 g flour (type 405)

75 g durum wheat semolina

12 egg yolks (size L)

4 tbsp cold water

2 tsp extra virgin olive oil

752765
pappardelle
rolling pin



752766
tagliatelle
rolling pin



752767
spaghetti
rolling pin



The dough is kneaded, left 30 min. to rest and then rolled out flat with a rolling pin to suit the type of pasta. Then, for example, the ingenious rolling pins (the name is right!) are used to cut the pasta dough into more or less narrow strips for pappardelle, tagliatelle or 3mm spaghetti (our favorite!). Depending on the recipe and desired consistency, dry the pasta strips briefly on the pasta dryer before placing them in boiling salted water – never use too little water, never put the lid on! After two to four minutes, the pasta is ready and jumps out of the pot straight into the sauce prepared in the pan.

Our favorites:

- Good (!) sea salt butter, pepper, salt, fresh sage (al burro da salvia ...)
- only slightly heated good olive oil in which garlic, a few diced onions and peppers have been sautéed (al peperoncino; if you add fresh or canned tomatoes, capers and/or green pepper, you can call it all'arrabiata)
- a long-cooked tomato sauce made from good fresh or canned tomatoes with garlic, onions and lots of fresh herbs (the "sugo version")
- at the end (and this applies to almost all variations): freshly grated or shaved Parmigiano Reggiano cheese on top ... and black pepper.

If you have tried this and are now also addicted to pasta, you can start experimenting with other and filled variations: Gnocchi, ravioli, tortellini, agnolotti, cappelletti, panzerotti ... we can easily keep ourselves busy with these until our next Italian vacation.

We have put together many different variations of boards, trays, rolls and punches for the various filled and other specialty varieties for you on the new product pages in the catalogue. We have tried them all ...



752764
pasta dryer

BEHIND THE SCENES:

From invention to Redecker product

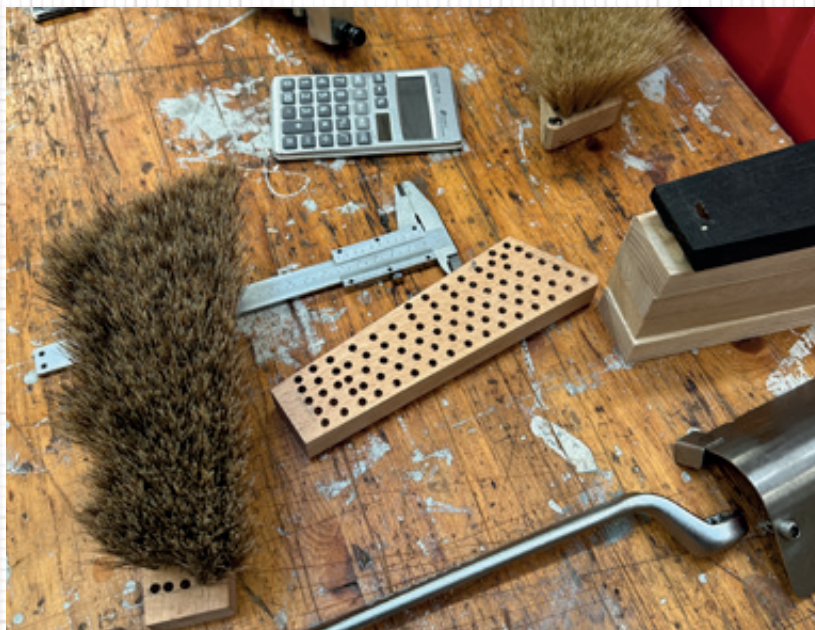
In our search for new ideas, we are inspired by our everyday lives – a beautiful tool can save the day! At the same time, we are always discovering beautiful things in the world that have that special something. Basic rule: Everything that we pick up and turn into a Redecker product must also meet the requirements of a Redecker product:

- solve a task better than before
- be beautiful and practical at the same time: Form follows function!
- be simple and sustainable, i.e. consist of few components and materials that are also of natural origin and can be recycled.

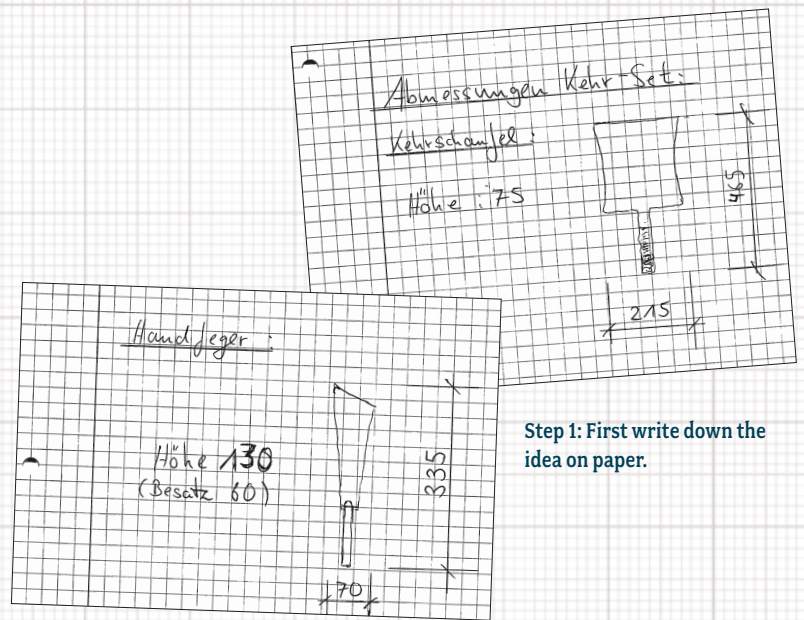
HOW IS A REDECKER PRODUCT CREATED?

Often someone from the family or the company – or even a customer or neighbor – approaches us: Gernot or an employee from the workshop then withdraws with the idea and at some point comes up with a prototype. This prototype is examined, corrected, questioned, improved, worked on again and so on and so forth ... Sometimes it takes half a year before we find an idea really well rounded and worthy enough.

Then comes the technical questions: how can the item be produced, which wood for the brush body, which filling works best? How can we design the production process effectively? Only when all the questions have been answered satisfactorily are we on our way: that's what we want to produce!



Step 2: Off to the workshop to build the prototype and then optimize it step by step!



Step 1: First write down the idea on paper.

The first finished product sample is extensively tested once again. If in doubt, everything starts all over again: correction, new sample, tests. We also proceed in the same way for products that we don't manufacture ourselves: if it doesn't work perfectly, we don't take it on. An example? Our session with the fantastic new Italian pasta tools. We had a great day and a delicious dinner afterwards. Read more about it in the DIY story in this Quergebürstet.

FROM REDECKER PRODUCT TO SALE

Hooray! The product can be manufactured and is approved, blanks and tools are available. You can get started.

But wait: there is still a long way to go from this moment to the finished, available article: wood and trimming have to be ordered and storage capacities calculated. And finally, the product still has to find its way to the media via merchandise management.

But who even knows that the product exists? So far, only we do. So we contact our agency, with whom we have been working closely for more than 20 years – sometimes it almost feels like family ...

They now arrange for photos to be taken of the product samples we have sent. In addition, the new samples are sent to our photographer, who sets up products and accessories in her studio in an atmospheric way and stages them beautifully – these become ambience pages in the catalogue, but also social media posts or our beautiful posters.



Step 3: The product is beautifully arranged and photographed for the catalogue and online store.



Meanwhile, we maintain the texts and other materials for the new product in a database from which everything is published: Catalogue, online shop, product tags, brochures, data sheets ... in three different languages!

After image processing, everything ends up online – and in the new Redecker catalogue, for which the first designs and layouts are created in parallel and corrected again and again. This process takes six months – then we have print data for the new Redecker catalogue and all products are available online.

Now let's take a deep breath ... and then we'll continue. The catalogue is produced here in Germany at a medium-sized print shop that is certified with the "Blue Angel" and is CO2-neutral. During the so-called press proof, our agency partners are still at the machine and check the quality. Only then it is printed! Dispatch follows next, while we are already in intensive preparations for the Redecker trade fair stand...

Step 4: Enjoying the finished product!



Trade fair dates 2024:

We are looking forward to welcoming you!

Top Drawer

London
Jan. 14 - 16, 2024
H29

MAISON&OBJET

Paris
Jan. 18 - 22, 2024

ambiente

Frankfurt
Jan. 26 - 30, 2024
Hall 9.0 | D32

SPRINGFAIR

Birmingham
Feb. 4 - 7, 2024
Hall 4 | H70-J71

SHOPPE OBJECT

New York City
Feb. 4 - 6, 2024



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