

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 slit 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. →



Dear Redecker friends,

Today you are holding the tenth issue of our customer magazine in your hands. You welcomed *Quergebürstet* with open arms from the very first issue. We are pleased about your lively interest in the topics, which we compile for you with great enjoyment time and time again. Your feedback is very welcome – of course we are always happy to hear suggestions for new topics – whether by e-mail, telephone or in person at a trade fair (see back cover for dates).

In this issue, you will find insights into the quality philosophy behind our products and we also introduce two companies that impress us: a manufacturer of hornware from Denmark, whose products we have now added to the catalogue, and our customer Designhill in Finland – let us surprise you! The employee portrait is also featured again – this time with Petra Flöttmann and her outstanding performance in the picking department.

As always: We hope you enjoy reading the latest edition!

Your Redeckers
quergebuerstet@redecker.de





sand rake
(037560)

sand bucket
(037533)

sand shovel
(037521)

pointed sand shovel
(037572)

sand shovel
(037570)

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!

From Helsinki to Turku

Finland is home of the sauna. Our customer Designhill – Pinetta Tuote Oy, which we want to present here, is a very special company: for one, the two likable owners Anu and Tony produce wooden articles for the sauna and kitchen; for another, they operate a wonderful business close to the factory and right next to the motorway from Helsinki to Turku, where they sell their own and other beautiful products (including ours!). On 1,100 square meters, custo-

mers find international, ecological designer products in an exquisite environment. All employees have a professional creative background and offer comprehensive advice – even the café is operated by a Belgian graphic designer! Our genial relationship with the two thoroughbred designers began in 2008 at Maison & Objet in Paris. Redecker products have been a permanent part of their product range ever since. Many tourist groups visit the shop –



The owners of Designhill: Anu and Tony.



Anu especially enjoys having customers guess which brush is for what purpose; have you ever tried that? Tony and Anu's favourites are the Redecker radiator brushes, as well as hairbrushes in the cosmetic segment. The Redecker soap selection is also a big seller. We are happy to have these always friendly, enthusiastic and imaginative customers in Finland!



Horn by Husted – Danish Manufacturer of Hornware

Or: The Story of the Horn Spoon

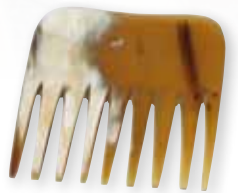
The spoon was the sole form of eating utensil in the country before the 19th century. It was wiped on the pant leg after meals and hung up under the ceiling beams until the next meal. In the war with England from 1807 to 1814, a Danish marine learned the art of making horn spoons as an English prisoner of war. After the end of the war, this soldier brought knowledge of the production method with him to his homeland. Since selling the spoons was a good source of extra income for the farmers, this skill spread quickly.



Passed on as a trade from generation to generation in the family, Peder Husted founded the Hornvarefabrikken in Bøvlingbjerg in the year 1935. Even the severe economic crisis of the 1930s was not enough to destroy the vision of the hornware manufacturer's founder and designer. Today it is the sole facility in Denmark that still produces horn spoons and other articles of daily use made of horn, such as salad servers and shoe horns. Before the year 1900, the Husted family followed the ox herders to Hamburg in order to acquire the



animals' horns when they were butchered. Most of the horn used today comes from abroad. Horn is a wonderful and alive material that is very easy to work with. It is prepared by cutting, heating and shaping. To upgrade the final product, it is sanded and polished to bring out its magnificent colour variations – from the white of ivory to the black of ebony.



Employee profile:

Petra Flöttmann – the calm centre of the Company



Petra Flöttmann at her workstation – the picking table at the focus of the company.

When you enter the premises of Bürstenhaus Redecker, one of the first people you meet is Petra Flöttmann. Her workstation is literally found at the centre of the company. But she also serves as a hub and focal point for operations.

With her calm and easygoing manner, she in cooperation with chief storekeeper Birgit Twelkemeier runs the company's picking department. She has

an overview of major orders, reliably delegates in her friendly way and always provides our warehouse team with the required articles at the right time.

The mother of two joined the company five years ago through a friend at a weekly rummy game. In the meantime the children are old enough that she can take holidays with her colleague. They usually go someplace with lots of sun, which is why it is quickly clear to everyo-

ne which Redecker article is her favourite product: the back cream applicator.



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Trade fair dates 2012:
We are looking forward to meeting you!

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&OBJET
PARIS

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