

# OVER- gebürstet

Redecker's brush magazine  
Issue No. 16 / August 2015



## 80 years young: Redecker has a party!

Redecker brushes and brooms, dust wipes and paintbrushes, household and body care articles have been around for 80 years. How does a family-owned company that loves and lives with its products celebrate? We just took the entire team to the German island of Sylt and enjoyed in three days what we developed in eight decades. Find a little travelling report below:

### Can't do without a wreath!

Nothing works without preparation: binding the wreath with the large "80" for our store on Sylt was a must-do and just the right way to start into three sunny days by the sea. The next morning, we took the bus and had a great picnic together to which everyone contributed on the Germans' favourite North Sea island – to festively hang the wreath at the Redecker store in the Friedrichstraße. The staff in the store had no idea that they were getting the wreath. They were accordingly surprised and happy.

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Dear Friends of Redecker,

*We are 80! It's an age that we share with such interesting persons as Christo, Luciano Pavarotti, Woody Allen and Alain Delon. We are happy to celebrate our 80th birthday a little in this new "Quergebürstet" - with a trip to Sylt, a bicycle tour in Barcelona and a new dealer product that will – we are certain of that – promise you true sales success. But let pictures talk now ... Have fun looking!*

Yours truly, the Redeckers  
[quergebuerstet@redecker.de](mailto:quergebuerstet@redecker.de)



## Beach, sun, Redecker

Since we're a young company of 80, it seemed to be logical to stay at a pretty youth hostel – a wonderful and comfortable site to stay in, only 5 minutes away from the sea. A highlight of the first day was the barbecue organised by the youth hostel, including the beautiful sunset! The second day on Sylt brought us even more beach and sun. First, we had a guided tour through the Lister Watt and the Museum of Forces of Nature, then there was the unavoidable and unique 80-years beach anniversary

party at Wonnemeyer at the beach near the little village of Wenningstedt – with food, music and dancing into the sunset. It was a wild party!

## Working together – celebrating together!

We had our interesting guided tour through Keitum with Sylt's best tourist guide Silke von Bremen on the morning of our third day on Sylt, just before the drive back. They were a wonderful three days that brought us as a company even closer together, and where so many dedicated people ensured that we were all able to celebrate here: first of all, Friedrich Redecker AKA "The boss", who has been alive in our memory throughout these three days. As a family, we were particularly happy about being together and about the joy with which all of us work for Redecker, Being able to do and celebrate wonderful things. This joy found a great expression in the gigantic layered Redecker cake that we received



from the employees and that was, of course, cut right on site.

We were moved by the message in a bottle full of good wishes, sending us off into "the next 80 years". We are excited to see if it will ever find its way back to us.

**Three great days at the sea - thank you all, it was great!**



# A true Redecker: Our new sales stand!

If you want it done well, do it yourself – who would know that better than we do? Our new sales stand is a true Redecker product: functional, beautiful and durable. It also sells our bestselling products for the kitchen, household and bathroom!

The sales stand completes our range for store sales. It is the perfect solution for everyone who cannot use the Redecker shop-in-shop system of cabinets, shelves and tables for reasons of space or need something for street sales:

- » stable, locking rollers take it to the right location – and keep it there securely

- » the axis does not turn too easily or too stiffly – just as it should be
- » the metal shelves are perfectly customised to the Redecker metal boxes; strips at the front and side prevent slipping out
- » even a holder for the Redecker information brochures is provided
- » the sales stand comes equipped with a cross-section of many different items (400) that offer an ideal introduction to the Redecker world: a true all-rounder

**Available  
from Sep 15**



Rear

## Column



*When your own company turns 80, you will look at your own life's clock and find – it's not exactly eight in the morning on that either! When I continued managing my father's company after he passed away, almost against my will at first, I was just about to take an entirely different path: gardening and landscape design was my target. Today, I see my son as the manager in the family-owned company Redecker, who had also set out on a different path at first. What does that tell me? That maybe sometimes it's not about precisely meeting one's own wishes, but about doing something with a passion, and finding a task and a place where one can be at home. I believe that that is the energy that drives many family-owned companies – including our long-time customer Rovira from Barcelona (see travelling report). I admire this and am happy at the same time that the memory of my father continues in our company this way.*

Yours, Gernot Redecker

*Gernot Redecker*



Front

### Redecker sales stand

Incl. goods (as fig.)

**100120 995.00 €**  
+ VAT (if applicable)

# La màs bella drogueria de Espana!



We love visiting our customers around the world – often as a surprise! We like to travel there by bike, too – whether in the New York Bronx or the US desert. This time, it was the turn of one of our oldest Spanish customers: Drogueria Rovira in Barcelona. Owner Ramón didn't exactly expect us ...

This "drugstore" is quite a sight: Ramón Segarra Rovira is sitting in the middle of 25,000 (!) items in his beautifully traditional household goods store with a tradition spanning more than a century. After entering the store, we are welcomed in the cordial Spanish manner. A concerned look at our bikes: Did we ride them all the way from Germany? We reassure him, showing him our locally rented bikes, and have a look around. What a store! The Drogueria was founded in 1910 and it seems that new products were added every year (that is actually true). From day one, the store has been family-owned and family-managed – the Roviras are rightfully proud of it.

The specialty of the Drogueria is everything around cleaning. Accordin-



Two men who like cleaning up:  
Ramón and Gernot.  
If you want to see more of the Drogueria,  
check out: [www.drogueriarovira.com](http://www.drogueriarovira.com)

gly, nearly the entire Redecker range is exposed, standing and dangling in this brush paradise, where new things can be discovered everywhere. We have been allowed to supply this wonderful store for 20 years now: Thank you, Ramón!



## Imprint

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**We are looking  
forward  
welcoming you!**

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