



QUER / gebürstet

Redecker's
Brush Magazine

Issue No. 26 · January 2022



SUSTAINABLE PRODUCTS:

Our new products for 2022!

The new Redecker catalogue is full of great ideas around sustainable living - from the kitchen to the garden, from the bathroom to eco-friendly camping vacations. We briefly present the highlights here - you will find much more in the new Redecker catalogue!

In the kitchen, it's more and more about replacing plastic with sustainable materials - beautiful, durable products made of wood, metal and glass are on trend! Nevertheless, our new dish brush handle

is made of silicone and since it is so robust, it will last a lifetime - making your dish brush even more ecological and sustainable. The heads can be replaced again and again with our replaceable brush heads. If you want to go completely plastic-free, opt for the practical round brush made of coconut fiber, which is naturally very moisture-resistant. Our solid dish-washing soap goes well with it: Simply run the moistened brush over the soap block and lather up! ▶



DEAR CUSTOMERS AND FRIENDS,

a new edition of our Quergebürstet is here - packed with beautiful new products and information around sustainable living. The DIY trend is unbroken - we recommend our new highlights around outdoor living for garden and camping. We are also proud to announce our participation with "Aktion Baum" - more about this on page 3. But for now, we hope you enjoy reading!

Your Redeckers
quergebuerstet@redecker.de



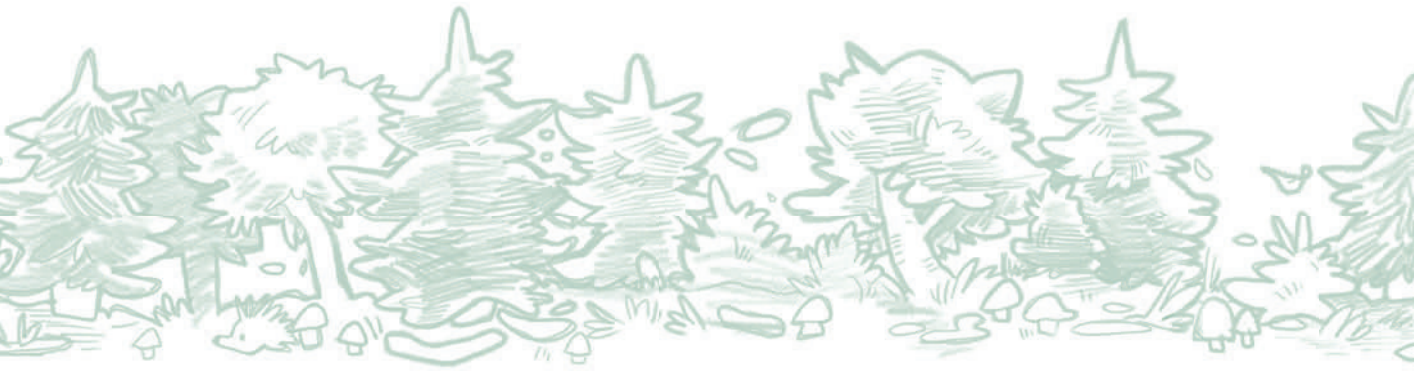
320641
replacement head
soft, horsehair



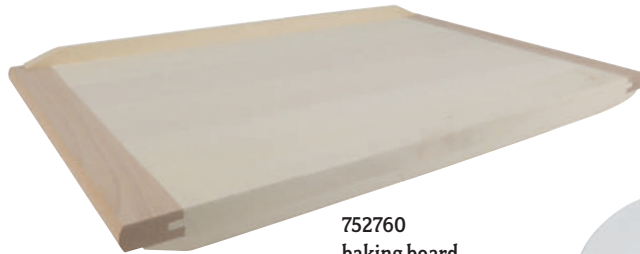
322551
replacement head
hard, tampico fibre



dish brush handle
321855 - reed
321822 - sand
321811 - dark blue



635095
solid dish soap



752760
baking board



857033
lid with telescopic fork

There are also wonderful new and natural products in kitchen textiles: In addition to their practical value, our kitchen and dish towels are made from pure cotton and are beautiful eye-catchers in the kitchen.

One focus of our new wooden kitchen products is baking. The great new baking board made from untreated basswood won't slip even when rolling out dough, thanks to the ledges at the top and bottom which allow it to rest against the edge of the countertop. With wooden/stainless steel sifters for powdered sugar and flour and our ergonomic dough roller, you will have the right tools for everything from pasta dough to cookie dough. Our sturdy new cotton and terrycloth baking gloves are even a perfect color match!

ONE JAR - ENDLESS POSSIBILITIES!

We really like the idea of turning household into all-round lifesavers for

the practical kitchen: The commercially available jars from Kilner®, Quattro Stagioni®, Mason Jars and many others with ø 70 mm can, with our "refined" attachments, be used for almost everything that is required daily in the household - and everything ends up directly in the sealable jar! Vacuum or pump lids including lids that can be labeled with chalk are still the simplest examples: Others can grate cheese, grate or shave vegetables, remove herb leaves, open bottles, shake, separate eggs, sharpen pencils, squeeze citrus fruits, dispense soap or sauces... and so much more! We're thrilled! All attachments are delivered with practical cardboard packaging and hanging loops which not only make for beautiful presentation, but are also space-saving.

Our kitchen highlights are complemented by sustainable ideas for cleaning: Metal buckets in stainless steel or coated, practical portable caddies, new household cloths and a cleaning sponge that makes a lasting impression: with a



857038
slicer



857063
juice squeezer



252125
dishcloth, set of 3

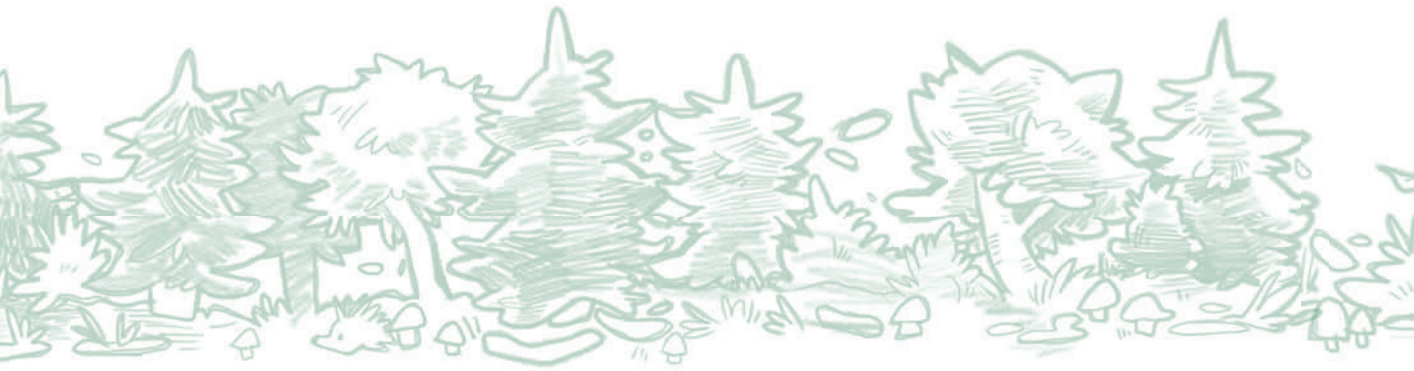


325510
dish scrub



027002
portable caddy





hard but non-abrasive side made of sisal and recycled PET and a soft side made of cellulose, it finally allows cleaning without a guilty (plastic) conscience.

AND WHAT'S NEW IN THE BATHROOM?

Solid soaps and cosmetics make it possible to do without plastic packaging. Mo-

re and more products in this area are now available in good quality: In addition to classic soaps, plastic avoiders now no longer have to do without deodorant and conditioner! Great new soap trays made of enamel, travertine and porcelain show that the sustainable variety of materials is far from exhausted. Tip: For minimalists there is the ingenious Savont® soap holder, which lets the soap simply "float" on the wall!



698715
soap dish



252412
cleaning sponge



637015
magnetic soap holder



COLUMN

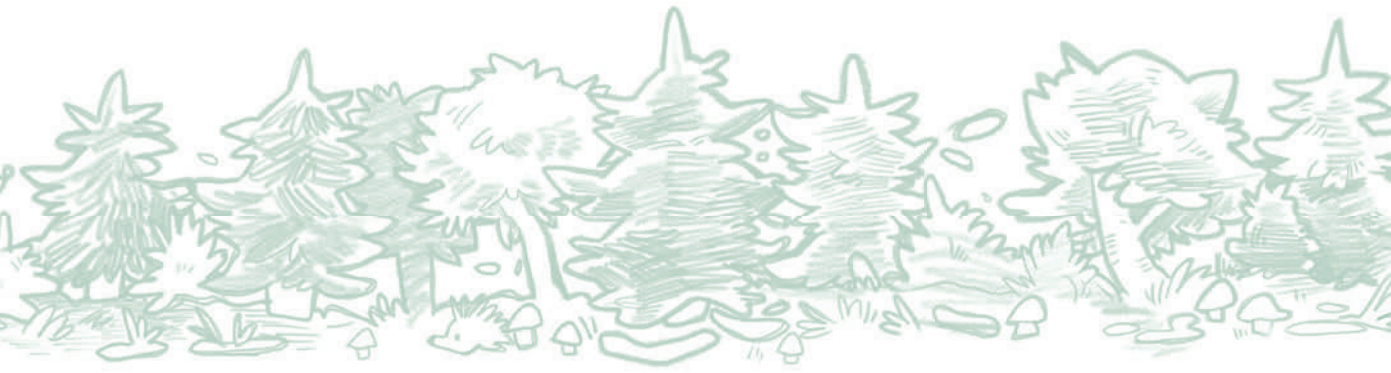
Bathing in the forest

There are two sides to everything: Last year's restrictions have brought a new boom to the topic of sustainability - including travel. People are no longer constantly flying off to faraway places, but are instead looking for relaxation on their own doorstep. Forest bathing is about grasping the forest ecosystem with all your senses - ever tried it? Forest bathing as a term has been around since 1982 when the Japanese Forestry Agency recommended that citizens practice "shinrin-yoku" (literally, "bathing in the forest air") to promote health: It's time to rediscover the forest, to experience the diverse nature with all the senses, maybe even bare-

foot?! Forest bathing hits right into the soul: peace and quiet come over us, stress and anxiety dissolve. At the same time, we develop a deeper understanding of the network of life that surrounds us and of which we are a part of. Whoever goes into the forest needs time and should prepare. The best way to do this is under the guidance of experienced forest bathers. I have been trained as a forest bathing master - a great experience! This is also why we have our new "Shinrin-Yoku" foot brush, which can be used to massage and clean the feet after a relaxing forest bath to promote circulation.



Julia Redeker



AKTION BAUM

Aktion Baum is non-profit organization that has set itself the goal of planting trees - sounds simple right, but it's more complicated than that. The cost of planting trees is currently very expensive, too expensive. Due to this Aktion Baum has decided to take a more holistic approach with a complete proprietary value chain starting with the cultivation of seedlings, a basic regional concept (Heimat.Wald), and ending with planting. It is probably the most ambitious reforestation project in Germany. We didn't have to be convinced about this project, instead finding ourselves enthusiastic

about it from the first minute. Redecker is a corporate partner of Aktion Baum and has participated in this campaign since its founding year. What does this mean? With every sale/purchase of a Redecker product, we, through our valued customers, support the ecologically sensible and natural reforestation in Germany. Hopefully we have also aroused your interest! You can learn more at www.aktionbaum.org and of course help directly with your own personal contribution. We would be delighted! Thank you, as always, for your support.



Unfortunately, dead trees due to e.g. bark beetle infestation, drought and storms are now too often part of our forest picture. Lothar Birkenmaier, Jens Hermes, Lars Hermes and Daniel Fasshauer (from left to right) work together to reforest the affected forest areas.



DO-IT-YOURSELF WITH REDECKER

Raised beds and planting products

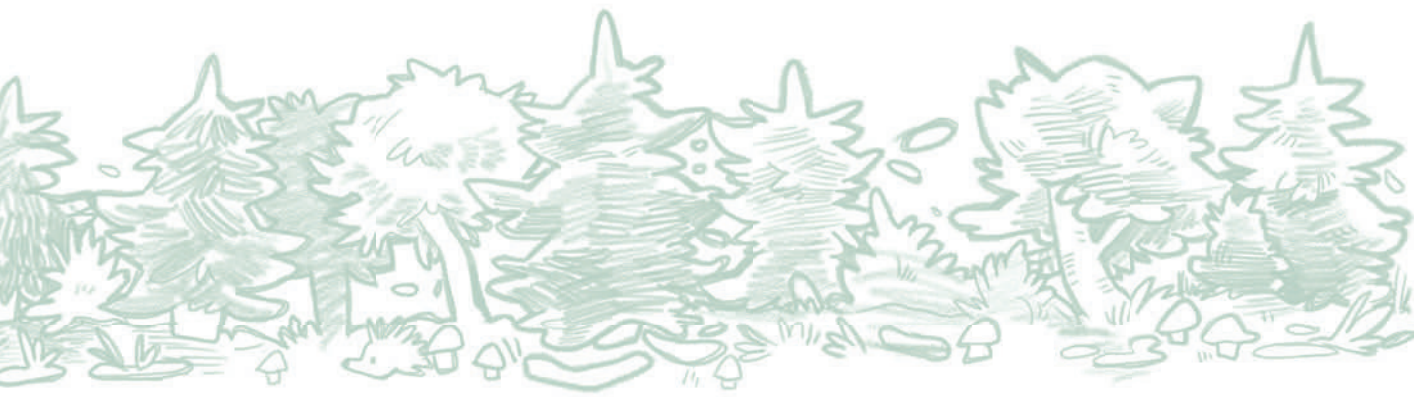


GARDENING. A TIMELESS HOBBY.

If you've never planted your own fruits or vegetables, you should definitely give it a try. A great way to grow chard, carrots or lettuce is using raised beds, which have become increasingly popular in recent years. But why actually? In addition to its comfortable working and harvesting height, a raised bed - if properly installed - keeps pests of all kinds

away without using chemicals or poisons: Slugs can be easily deterred with copper tape or coffee grounds, and rodents can be kept from reaching the bed with rabbit wire. Those who take raised bed sustainability seriously use tools made from sustainable materials for gardening, such as the Redecker planting wood or the pricking stick made

from untreated beech wood. All enthusiastic gardeners will be happy - even without a raised bed! - about the new planting clips and planting plugs. Everything you need for a great time in the garden with the right tools!



EXPERIENCE NATURE SUSTAINABLY

Camping on site

Every tenth German goes on a camping vacation at least once a year. The main destinations abroad: Croatia, Italy, France. But the majority of our European neighbors are drawn to a completely different country: Germany! And in fact, more and more Germans are staying at home for their camping vacations because they want to get to know their home country from a completely different perspective - and at the same time want to take an environmentally conscious and sustainable vacation. What exactly is so sustainable about camping locally? For one thing, of course: by avoiding flights and long car journeys, vacationers save a lot of CO₂. Sleeping

in a tent conserves resources: heating costs and also electricity since LED lamps are used for lighting. But the crowning glory is high-quality sustainable camping utensils that can simply be reused every year and fit quite practically into tightly calculated luggage - like our new Redecker clothes line made of sisal. What's more, the plastic utensils we used to take for granted can now be even better replaced by sustainable tools made of wood. Once on the spot, our outdoor brushes come into play. They quickly and efficiently remove dirt from the tent, shoes or feet after forest bathing (see article!). Try it out! The forest next door has wonderful surprises in store for you.



182565
camping sweeper



622612
foot brush – "Shinrin Yoku"



120322
camping hand brush



752010
sisal clothes line



EMPLOYEE ANNIVERSARIES

40 years Redecker! ;-)

Today, three employees can look back on a total of 40 years at Redecker: Klaus Steinbrügge and Sabine Härzer-Busker have each been with us for 10 years, Heike Marowsky (center) even for 20 years! Thank you very much, you three, we are proud to have you with us!



Manufacturer of fine brushes since 1935

Imprint

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