



BESPOKEPLUS



"If your work speaks for itself don't interrupt"

Abilities Toronto



We enjoyed Abilities 2022 and didn't mind the two days instead of three but we did miss the Friday night get together with all the exhibitors. That has always been a great opportunity to network at these

events as it just does not happen during show hours because it is so busy with customers; people that use the products that we market and promote.

The attendance on the Friday was on par with that of the pre-covid days but apparently down on the Saturday. All in all, it was a good turn out of people using the products and services brought to the event by manufacturers, distributors, dealers, and associations. There was again a lack of product prescribers at the event and others that work in the industry. For whatever reason this event has not attracted the whole community like that of Rehab Equipment Expo (REE) in Vancouver or an event like



Rehacare in Germany. This may be a historical situation as the North American manufacturers have traditionally supported events like Medtrade and CSMC here in Canada which cater to prescribing authorities and others making a living off the industry but not necessarily users of the products.

The fallout of Abilities 2022 is that the economics of the situation made it difficult for the show organizers, Caneast, to continue on with the event. Abilities will have to find itself a new partner in Canada to see this event continue. With the demise of the People in Motion Show and the poorly supported Access Expo, it paints a poor picture for events that provide a showcase opportunity for products and services that meet the needs of people with a disability and the people that work in the field.

Cheelcare – 1st Front



companion

- Quick connect < 10 sec
- Turn-in-place
- 3 speeds
- Lightweight < 20lbs

Ontario's Assistive Device Program (ADP) has listed Cheelcare's front-mount (tiller) power add-on, Companion Plus, in the *Mobility Devices Product Manual*. This makes Companion Plus the first front-mount power add-on device listed in the program's catalogue.

"We realized when speaking to our clients that there is a need for a reliable, intuitive, and safe power option to complement their manual wheelchairs without switching completely to a power wheelchair. This is why we created Companion Plus. Its approval for ADP listing makes our device more accessible to the people who need it for their daily mobility. We're also proud to be the first device of this type listed, giving therapists a new tool that will further help them meet the individual needs of their clients. Thank you to Ontario's ADP program for approving our device and providing the people of Ontario with a new option for power add-on," said Eugene Cherny, CEO.

Companion Plus is a patent-pending power add-on device manufactured in Richmond Hill. It mounts to the front of a rigid or folding manual wheelchair of any make or model and allows the user to propel their wheelchair with the help of its electric-powered motor. This gives users greater independence and freedom whilst reducing strain on their shoulders and arms. Check it out at www.Cheelcare.com now with five speeds and reverse!

Jigsaw Casting

Jigsaw Casting are having difficulties reaching individuals and families for many of their calls for participation in ad campaigns, scripts of all kinds, etc. In particular, they are having difficulties reaching people with a disability. Currently, they have a financial campaign in the GTA and

they are not getting any applications from people with a disability. They want to include all abilities for all of their roles and have reached out to us to help spread the word.

They want to have a diverse cast to include everyone for their campaigns generally, but in particular this one. They are seeking various individuals, couples, and families for a Financial Campaign in the GTA! The ad campaign will reportedly be spotlighting individuals through a series of documentary-style moments that represent them and their lives. There is a wide range of needs for this campaign and if you need to be enticed, selected individuals will be paid as per the following: Adults - \$5,000 each, kids \$3,500 each. This is a non-union campaign for folks from 25 to 65 unless it is family application which has no age requirements for the kids. For more information you can follow this link: <https://realpeoplestories.castingcrane.com> and for self tape instructions: <https://bit.ly/3wXtT9J>

Loopwheels Alive/Well

In speaking with the factory, Loopwheels are alive and well marketing and promoting their suspension wheels, Carbolife push rims, and other related products.



Loopwheels Urban appear to be their top seller providing a light, everyday suspension wheel that offers supreme comfort and vibration protection. They are designed for powered use up to 25 km/h and great for manual propulsion as well. They are the perfect all-round wheel for

using in town or on rougher tracks. They are easy to lift, work with or without a power attachment, and are available in both 24" and 25" sizes: 540 mm and 559 mm. Check them out here: [Loopwheels Urban | Loopwheels](#)

VARILITE® Canada

It is the end of an era for VARILITE® in their downtown Seattle location where they have been manufacturing leading edge seating products for this industry. They will be moving the production facilities for their product line in August 2022 to a new campus in Reno, Nevada.

This move ensures VARILITE® products will still be made in the USA, an important benefit for many of their customers. Manufacturing will continue for the entire Cascade Designs Inc family of brands and an office will be maintained in Seattle.

The move will begin in the first half of August 2022 and our stocking orders were submitted prior to June 20th to

minimize any stocking disruptions that may be caused with the move as the production line will be shut down for two full weeks initially for the physical move. During this time, we will be unable to process or ship orders. Please anticipate decreased capacity for six to eight weeks as the new production team and facility ramps up after the move. The Reno production team will be fully trained, with some members training side by side with Seattle team. We also anticipate surge above normal demand and will need time to bring in materials and plan production.

After the two-week shutdown, Operations is planning a capacity ramp-up schedule which runs from 50% in the first two weeks in the new premises and increasing weekly from there to 100%. We traditionally are able to ship most VARILITE® product ordered same day.

Man/Y in Motion

Rick and The Rick Hansen Foundation put out information recently bringing attention to 35-year history since the Man in Motion World Tour.

"In celebration of the 35th anniversary of the end of my Man In Motion World Tour, I invite you to watch this video looking back on the collective milestones we've achieved thanks to the Rick Hansen Foundation team and your support. What was once one Man In Motion is now Many In Motion and I thank you from the bottom of my heart for your commitment to a world that's accessible and inclusive for everyone, everywhere. [VIDEO](#)

Bits and Bytes

- 49 Abilities June 24-26, 2022, Chicago, IL;
- 49 Abilities August 05-07, 2022, Houston, TX;
- 49 Abilities September 09-11, 2022, Phoenix, AZ;
- 49 Rehacare Dusseldorf, DE September 14-17, 2022;
- 49 CSMC October 20-21, 2022, Toronto, ON;
- 49 OSOT 2022 November 4-5 Toronto, ON;
- 49 Abilities November 04-06, 2022, Miami, FL;
- 49 Abilities December 2-4, 2022, Dallas, TX;
- 49 Abilities March 10-12, 2023, Los Angeles, CA;
- 49 38th ISS Pittsburg, PA April 13-15, 2023.

BESPOKE PLUS is the newsletter of 49 Bespoke Inc., which markets products from around the world designed to better meet the needs of people with a disability.

We have grown up in sport, have a social service background, and have adopted an advocacy role in our business practice. **Comments are welcome.**