



# BESPOKEPLUS



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

## Rehab Equipment Expo



We are back in Richmond, BC for the Rehab Equipment Expo (REE) March 7<sup>th</sup> at the Richmond Oval, home of many wheelchair basketball and rugby events over the years. Ian Denison

relays this event started in 1994 at Pearson with 24 vendors and moved in 1996 to Bessborough Armouries. In 1999 it moved to Seaforth Armouries and that is where we started attending. In 2012 we were pleased when it moved to Richmond Oval as there are multiple washrooms and great accessibility in comparison to old location which had one accessible washroom with a line up all day long. The maximum number of vendors was in 2019 with 94 and the maximum attendees was also that year with 740 folks representing manufacturers, distributors, dealers, prescribers, other administrative folks, and the end user or general public. Unfortunately the latter is not invited this year we presume in an attempt to minimize health risk to all. We can say that although our customer is the dealer network, we attend this show specifically to reach the person using our products; this is disappointing.

*"The purpose of REE (this year) is to give clinicians in the community and health facilities access to information needed to make educated decisions regarding the purchase of assistive technology along with an opportunity to learn about some of the resources available to their clients."* Throughout the day not only will you be able to visit the exhibit booths, put names to faces and try out equipment, there will also be information collected from the major funding sources in British Columbia available to attendees. Work ID is required for admission. Any concerns or questions, send an email to [ian.denison@vch.ca](mailto:ian.denison@vch.ca) and we will see you March 7<sup>th</sup>, 2023, 8:00am to 4:00pm at the Richmond Olympic Oval 6111 River Rd, Richmond, BC. Free Shuttle to and from Lansdowne Skytrain 8am to 5pm.

## Rehasense PAWS & More



We have had the good fortune of meeting a lot of good folks in this industry and have the privilege of introducing many new products to the North American. We have got involved in marketing and promoting a complete line of products that are now able to be viewed online at the new

website of Rehasense Mobility Canada at [Rehasense.ca](http://Rehasense.ca). Please take a moment to visit that site and see the wide array of offering that come from different parts of the world. Rehasense will have a good presence at REE again this year with a number of products like the line of rollators, Power Assisted Wheelchair Systems (PAWS), wheelchairs, and more. Rehasense Canada is headed by Adi Rao at 137 Buttermill Avenue, Concord, ON L4K 3X5 and he can be contacted at: [adithy.rao@rehasense.com](mailto:adithy.rao@rehasense.com).

## BATEC Change Leader



Batec is a leader in "Changing Lives Through Mobility". Noted on their website at [www.Batec-Mobility.com](http://www.Batec-Mobility.com) their mission revolves around changing the lives of their product users by significantly improving their mobility. *"The increase in autonomy and independence*

*gained by our users through using our handbikes enables them to adopt a lifestyle as close as possible to what they once had; we are proud that more than 94% of our users' state that Batec handbikes have substantially changed their lives for the better."*

We will have a number of units at REE for people to check out and test drive.

## Mobility Reimagined



Marco Ferrara, President of Universal Motion did a great job at the 2023 AutoShow recently providing the general public with a glimpse into the world of people with a disability and how they might have “Reimagined Mobility” as a result of something unplanned. *“When people are faced with mobility issues, having a vehicle they can drive, or at least get around in, is vital to ensure a good quality of life,”* said Marco during a fireside chat on the Innovation Stage, sponsored by the Toronto Star and EnerSavings, Thursday at the Canadian International AutoShow. He went on to say, *“In the automotive landscape, there are all sort of cars, sports cars and family cars, trucks, pickups, and people decide on a car and go get the car that they want. But nobody gets up in the morning and wants to buy a wheelchair-accessible vehicle. It’s what they need to get around.”*

Universal Motion, started by Mr. Ferrara 20 years ago, is one of the few companies that has a Transport Canada-approved National Safety Mark. Providing wheelchair-accessible transportation solutions to the private market and small vehicle commercial transportation market, Universal Motion develops highly customized solutions to people’s transportation and driving needs.

*“Our objective is to get people back into the community and provide them freedom and quality of life,”* said Mr. Ferrara. *“An accessible vehicle is a need. That’s why it’s so important to have them.”*

## Companion



It may have its roots in becoming a Batec Companion, but it ended up simply being a Companion. [Cheelcare.com](http://Cheelcare.com) has taken it to the provincial funder in Ontario to become the first front power add on available to all folks in Ontario. It is apropos that it has a place at REE in BC, a province that does not fund any power add on products.

We take this opportunity to thank Alex Laurin, Director of Marketing for stopping by REE to assist us enroute to their Abilities Show in Los Angeles later in the week.

## Canada Games



The largest amateur sport event in Canada kicked off in 1995 as far as wheelchair basketball is concerned. For the first time the Canadian Wheelchair Basketball Association (CWBA) saw their sport become a part of that event. That event took place in Grand Prairie, Alberta (albeit with a venue in Jasper, AB) and was the smallest city to ever host the games. Judy Millard of Team Alberta circled the arena above the crowd at the opening ceremonies cementing the arrival of wheelchair basketball in Canada’s premier games. Alberta won that tournament beating BC in the final and 28 years later they squared off again in the 2023 Canada Games in PEI with BC winning their first Canada Games Championship in blow out fashion over Alberta denying them a repeat. The Canada Games have been dominated by Quebec who has won half of the Championships to date (4 of 8).

## Shipping Policy Reminder

As a reminder, after receiving price increases from many suppliers in addition to also receiving a straight across the board increase in shipping, we have reluctantly changed our shipping policy. The aforementioned charges amount to a 25% increase in product cost and more in some cases. Our MSRP pricing will continue to be listed under support on our web site and we will continue to charge shipping. The quotation process includes a shipping line item and we may expedite the process on smaller packages by charging a flat fee that may be less than the actual shipping cost.

## Bits and Bytes

- 49 REE March 7, 2023, Richmond Olympic Oval, BC;
- 49 Abilities March 10-12, 2023, Los Angeles, CA;
- 49 Paris Women’s Rugby Cup March 8-12, 2023;
- 49 38<sup>th</sup> ISS Pittsburg, PA April 13-15, 2023;
- 49 Pedaling Possibilities May 2023, Canada;
- 49 Rugby Nationals May 5-7, 2023, Moncton, NB;
- 49 CSMC Sep 12-13, Toronto, ON;
- 49 Rehacare Sep 13-16, Dusseldorf, Germany.

**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.**