



# BESPOKEPLUS



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

## Pedaling Possibilities



Kevin Mills, Nicole Davenport (NikkiD) and their team will be starting a cross country bike trip of 8190 kilometers May 24<sup>th</sup> in Saint Johns, Newfoundland. We will be having an open BBQ at shop from noon on to celebrate the kick off.

The web site says, *"We are setting out not only to raise awareness of the importance of recreational activity in the disabled community but to identify an accessible biking route across Canada that can be used by anyone of any ability. We will be publishing our journey along the way to share ALL aspects of our experience including challenges, accessibility, safety, and every other important detail. We hope that this will allow others to be confident and feel safe to bike across Canada with a disability"*.

Visit the website [www.pedalingpossibilities.ca](http://www.pedalingpossibilities.ca) and if you are as moved as we are to support a C5-6 quadriplegic bike across Canada, buy some apparel, donate to the organization, become a partner, or simply follow along and enjoy the ride!

## Margins Don't Matter

A friend of mine was at an international annual general meeting with one of the bigger dealers in the industry and they were greeted with the wording above the podium *"Margins Matter"*! As you may have gathered from seven other Bespoke Plus articles, I personally find this to be a repugnant phrase in this industry as their wording should read *"Peoples Needs Matter"*! Yes, we need to make a dollar to stay in business but instead of chasing down every last code that can be used for reimbursement purposes, lets ensure the accessory is required and not an item that *"you can take it off if you find it is not needed"*.

In this industry, less is more. Less parts and pieces mean less things to go wrong with something and it should also

translate into a lighter and stronger product. If it also translates into less expense, then that is super as it should mean that the resources available will meet more needs.

I had the pleasure this month to meet a fellow injured over 30 years ago that developed a Track Wheel type product. He welded it up himself and added a hand crank to the same attachment on his chair. Then he added a couple other connections to meet other needs around his acreage. All things that could have been commercial products if he would have had the entrepreneurial mind set. Ironically, he was injured on the job and has access to good funding with WSIB and would likely qualify for a lot of things he has developed himself to better meet his needs. Congrats Gord; keep up the waste not want not product development and sharing attitude!

## Batec Updates

A Batec container arrived with products including Mini 2, E2, E2 Rapid, and Scrambler 2 along with all the parts and pieces needed to accommodate the 125 plus wheelchairs on the compatibility listing (10 more in testing right now).



The Batec Bloc has gained popularity with TiLite products who are accommodating by positioning the stabilizer bar on their ZR and TR series chairs, so the install is quick and easy for Batec products. For the Canadian market we have hooked up Pau Bach (founder of Batec) and Mike Kozlowski (National Sales Manager) to come up with the logistics behind costing and the potential of having it detailed on the TiLite order forms if at all possible.

## REE Future



We followed up with the evaluation of the 2023 Rehab Equipment Expo (REE) indicating our displeasure with the absence of end user admittance to the show this year. Organizers have reached out to the

exhibitors involved to get their take on how the show should move forward and best meet the needs expressed.

We encourage all exhibitors to live up to their mission statements which support the concept of having end users of their product as being their reason for being and that they will do what is required to put that person first in support of any initiatives they are involved in; lets have an open show for all people, end users, people working in the industry, dealers, distributors, manufacturers, non-profits, and have an admittance fee for all to offset the ever growing administrative costs of putting these type of shows together.

## Loopwheels

There is an update on the Loopwheels site to assist in determining which suspension wheels may be best for you including [clinical](#) rationale for their products.

Following the brief overview, click on the link below to better understand the only suspension wheel in production; yes, we understand that Softwheel is not currently in production.

The Classic is a good value wheel that offers everyday comfort, 70% vibration reduction, and pain relief. This wheel is designed for 120 kgs and speed rated at 7 klm per hour for daily use manual chairs.



The Classic Carbon has the properties of the Classic but with 12% more carbon to make it more robust to deliver more lateral stiffness and the more demanding end user.



Loopwheels Urban with its distinctive swoosh design is a lighter everyday use wheel with all the properties above built to accommodate power add on units up to 25 klms per hour.



The Loopwheels Extreme is designed for off road use with a mountain bike tire and right at home with power add on units to 25 klms per hour.



This is the tip of information available on [www.Loopwheels.com](http://www.Loopwheels.com) so check out their website for a comprehensive overview on every aspect of their product line.

## Brandon Mobility



Thank you to Brandon Mobility for the hospitality shown at their recent show. Adithya Rao represented Rehasense and 49 Bespoke Inc at this event and took the opportunity to meet some of the folks handling our products in Winnipeg as well. This event came nine years after our seating and mobility day in Brandon with friend and educator Sheila Buck.

## Rugby Nationals

Congratulations to all the teams that participated in the National Championships in Moncton, NB May 5-7. By all accounts it was a tremendous success, and we thank Clary Stubbert for representing us at the event as a long-time sponsor.



The [Judy Zelman Award](#) this year went to Jean-Philippe Cote-Nadon and we thank [www.Spinergy.com](http://www.Spinergy.com) for partnering with us on that sponsorship.



This year our \$10K plus contribution was rounded out with a Batec Mini 2 which was provided for an auction with the full proceeds going to support the sport. It will be a pleasure to provide the new product complete with shipping and installation to the winner Ashley Munro pictured here on the right with her

teammate Kasey Aiello from the Women's Wheelchair Rugby Cup recently held in Paris, France.

## Bits and Bytes

- 49 Pedaling Possibilities May 24, 2023, Canada;
- 49 OIPSE June 3, 2023, Carleton U Ottawa, ON;
- 49 CSMC Sep 12-13, Toronto, ON;
- 49 Rehacare Sep 13-16, Dusseldorf, Germany;
- 49 OSOT Conference London, ON Oct 27-28, 2023;
- 49 REE March 2024, Richmond Olympic Oval, BC.

**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.**