

Bespoke Plus

If Your Work Speaks For Itself, Don't Interrupt!



**WHEELCHAIR
ACCESSORIES**



CSMC 2026

Following the recent Canadian Seating & Mobility Conference (CSMC) billed as the premier educational event for seating, mobility, and rehab technology professionals from across Canada, it was announced that



they will hold an east version in collaboration with the Maritime Home Medical Provider Association (MHMPA) on April 29-30, 2026. It will be held in Moncton, NB.

Dave Davies, President of VGM Canada who owns the CSMC event and Shawn Leger President of MHMPA appear to be speaking to the same constituents in the dealer network and therapists with the support of the manufacturers and distributors. There is no mention whether or not there will be an opportunity for end users of the products to attend this event with the folks working in the industry that serves them, but more to come in the future we presume.

The next edition of CSMC in the GTA will take place September 15-16, 2026

AMP - Method Mobility



We debuted the AMP (Assisted Manual Power) to the industry at CSMC. Some had seen the product at the International Seating Symposium (ISS) last March.

We received great feedback on it and join Method Mobility in promoting **"Power Where You Need It"** when you are fatigued, or find the terrain challenging, easily add that extra boost of power! AMP makes it easy for your manual wheelchair to perform like a power chair – without the difficulties of transportation or space limitations! Roll on, roll off enjoying the use of a joystick (independent or caregiver) or hand rim input. Easy-to-use, intuitive

controls., 8" Poly Drive Wheels, 4" Front and Rear Anti-Tip Wheels, Lightweight, easy-lift power module can be transported in a small vehicle trunk or hatch back, long-life lightweight LiFePO4 batteries go as fast as 4 MPH for 11 miles on one charge. It works on rigid, folding, or tilt model wheelchairs (with some limitation). Keep the lightweight benefits of your manual wheelchair and only add on power when and where you need it!

End User First

In Canada, there is significant influence in this field from south of the border in manufacturing through to wholesale and retail sales. The most successful shows for these products have come through the Abilities Events held in a number of US cities and previously in the GTA. Traditionally, they have been end-user driven without the exclusion of anyone in the industry. In the GTA, we were instrumental in hosting the first seating and mobility conference for manufacturers, distributors, dealers, therapists, funders, etc., in conjunction with the first Abilities Toronto.

When David and Lew sold this event to the Racoon Media Group the GTA Abilities did not come up on the list of shows to be held. However, that Group have made an announcement that should be great for the industry to include in Abilities a series of regional industry conferences for complex rehab technology professionals. This will provide an educational opportunity for people to earn CEUs, network, and collaborate in an event that meets everyone's needs in the industry.

The Sales Landscape

In the USA the two strong dealer networks almost seem like the tale wagging the dog as they beat up on the manufacturers for pricing beating the drum of "margins matter"! That market area has had a small group of online sales and marketing companies that get product to market at a price point south of retail and it has been a welcome addition to the end users that have come to the realization that their settlement to purchase needed product is anything but infinite.

We still have a mixed bag on how the product gets to market in Canada, but the pricing of those products is becoming a stronger talking point amongst the end users of the products who are aware of their finite resources and that they have to pay more attention to the needs and wants of the equipment they are using.

We have a couple big dealer groups in National Seating and Mobility and Motion Cares/Nu Motion along with some smaller groups and buying groups like VGM and Abilities Members. There are still mom and pop operations and a growing number of on-line sellers mimicking what has become the norm in the USA market area; some privately owned and some owned by conglomerates in the industry.



There are a lot of people in the industry with great business sense and know how to maximize profits for their company, private or public. End users of these products are finally being forced to understand that they are the customer and they have the ability to purchase what they want/need and can talk about service while making a retail purchase whether the dollars are coming directly out of their pocket or through a third party funder that still demands an industry professional to sign off on something they require to meet their daily needs.

The Story of Genny™



Genny™ is the brainchild of Paolo Badano, an entrepreneur who ended up in a wheelchair following a car accident.

Like the majority of products we have worked with over the years, Paolo

believed there was a better way of meeting his needs and he focused his attention on Segway PT self balancing technology developed by Dean Kamen. Since Segway is a device that requires an upright position on the part of its user, the idea Paolo had was to make this technology usable for people in a sitting position. The Genny™ brand was born in 2011 and 180 patents secured in 2013 with Segway which stands out today as a feature they have sole claim to in this field.

Nine Bot, a Chinese company acquired a fledgling Segway in 2015 and shifted the company focus to more cost-effective products as the Segway offerings had a lack of

acceptance relating to high cost, impractical designs, and competition from other electric products.

Having secured the technology rights, Paolo could now proceed with his vision to create and design a product that not only met the presented transportation needs, but highlighted the design and not the disability associated with it; Genny™ Design is aimed at shifting the attention of the problem of limited mobility to the "magic" related to the means the person is using. In the following years, the model was continuously updated and improved, culminating in Genny Zero, presented at Rehacare in Dusseldorf on September 14, 2022. Abandoning the Segway self-balancing platform, Paolo, together with the Wulschleger Group and a team of engineers, began a project to reengineer the Power Unit, resulting in a self-balancing technology built entirely in Europe.

With new patents and wholly owned by Genny™, a new personal transporter was born, which no longer has anything to do with classic wheelchair stigmas, and is also ready for micromobility. Sales began again in earnest in 2024 with Ottobock Internationally, and the new and improved Genny™ is ready for the Canadian marketplace as Ottobock does not have a mobility division here anymore.

Bits and Bytes

- 49 Abilities October 17-19, 2025, Ft. Lauderdale, FL;
- 49 OSOT Conference October 23-24, 2025, Toronto ON;
- 49 Abilities December 5-7, 2025, Dallas, TX;
- 49 Valentine Gala Feb 14, 2026, Royal York, Toronto ON;
- 49 REE 2026 March 3, 2026, Richmond, BC;
- 49 Abilities March 27-29, 2026, Los Angeles, CA;
- 49 CSMC/MHMPA April 29-30, 2026, Moncton, NB;
- 49 Abilities May 1-3, 2026, New York, NY;
- 49 Abilities June 12-14, 2026, Chicago, IL;
- 49 Abilities July 31-August 2, 2026, Houston, TX;
- 49 IWBf World Champs Sep 9-19, 2026, Ottawa, ON;
- 49 Abilities September 11-13, 2026, Phoenix, AZ;
- 49 CSMC September 15-16, 2026, Toronto, ON;
- 49 Rehacare September 23-26, 2026, Dusseldorf, DE;
- 49 49 Bespoke Xmas Holiday Dec 19 – Jan 5, 2026.

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.**