



BESPOKE PLUS

"Pushing to be Better, Faster, and Stronger"

May 2005

Volume 3, Number 21

Looking for an easier way to put on tires and not puncture the tubes? Purchase the Koolstop Tire Bead Jack for \$21.00 retail!

Fax 613-841-5151



This tool is a great compliment to the KENDA composite tire levers.

The People in Motion Show will be held in Toronto June 3-4, 2005 at Exhibition Place.



Branding RGK in North America

The Webster's definition of branding goes like this, "A trademark or distinctive name identifying a product or a manufacturer. A product line so identified: a popular brand of soap. A distinctive category; a particular kind. A mark indicating identity or ownership, burned on the hide of an animal with a hot iron. A mark burned into the flesh of criminals. A mark of disgrace or notoriety; a stigma."

The web's definition of branding may be summed up as follows: "The intangible, but real, value of words, graphics or symbols that are associated with the products or services offered by a business."

When we discuss branding we come back to our pledge to you. It is **"always pushing to be better, faster, stronger!"** We are constantly looking to improve every aspect of our operation and go the extra mile for dealers and end users to meet and exceed the needs.

We provide products that compliment posture, are more comfortable, lighter, and of the highest quality. As you may know, we have started manufacturing RGK products in North America; we distribute VARILITE™ and KENDA Products in Canada, carry a full line of Spinergy Wheels and work with many other manufacturers to bring products to the North American marketplace.

Our latest relationship involves a collaborative effort with r.a. designs. We have developed a track chair that is made out of Titanium and Carbon Fiber and will showcase the first unit at the upcoming www.people-in-motion.com Show in Toronto June 3-4, 2005! The principal involved for r.a. designs is Jeff Adams and the company url is www.ra-designs.com.

Conval-Aid & Liftability Relocate

On June 6, 2005, one of our vendors will be relocating to their new facility. The new location will be more than double



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their current space and allow them to more effectively serve people in the National Capital Region and Eastern Ontario. The centerpiece of their new location is a showroom that displays equipment that can effectively help people remain independent and safe in their day-to-day activities.

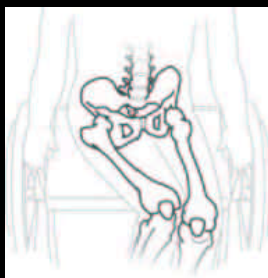
Established in 1976, Conval-Aid Inc. is a family owned business specializing in home healthcare products. Liftability Inc. specializes in products such as van lifts, conversions, driving controls and stair glides. A principal involved in Conval-Aid, Don Ed, is always ready, able, and willing to lend a hand, offer suggestions, or be a great friend in business.

Congratulations on the new location, best wishes for many more years servicing people in the area, and please note we will be down to the new digs on June 6 for a tour at 2600 Lancaster Rd, Ottawa, Ontario K1B 4Z4 Telephone (613) 738-2721 facsimile (613) 738-2704 www.conval-aid.com !



The 2005 Alberta Sports Hall of Fame Inductee's!

Special Seating Needs?
Customization required? See the Pro-Form NX on-line along with the modification brochure!



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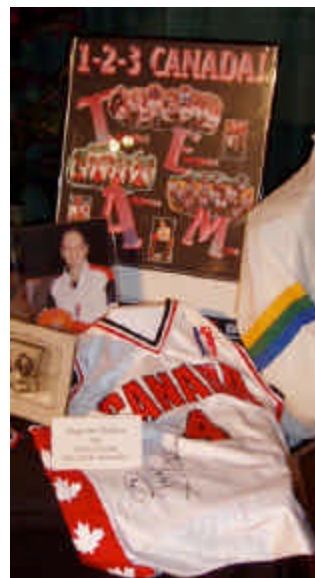
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Western Trips

A little business and a lot of pleasure was the order of the day during the last two weeks. We competed at the National Championships (Ontario now has four in a row and 11 out of the last 14 titles) and the CWBL Finals for Women saw the Edmonton Inferno clean up. It was also the debut of legendary stand up basketball player Misty Thomas who competed for the BC Breakers.

Thanks to a nomination by Gary McPherson, Reg McClellan was inducted into the Alberta Sports Hall of Fame as an athlete and a builder in the sport of wheelchair basketball. Ironically, the induction took place in Red Deer, Alberta on May 27th, 33 years to the day after the industrial accident that resulted in his paraplegia.

Other inductees this year were: **Lori-Ann Muenzer**, (Cycling Athlete), **Kenneth L. McAuley**, (Multisport Builder), **1947 - 1948 Edmonton Flyers** (Hockey Team), **1962, 1963 and 1964 Edmonton Huskies Junior** (Football Teams), **Cor Ouwerkerk** (Volleyball Coach), **Mervyn (Red) Dutton** (Hockey Builder), **Alf Fischer** (Multi-Sport Builder), **Bill Page** (Boxing Builder), **Stan Schwartz** (Football Builder), and **Kyle Shewfelt** (Gymnastics Athlete Builder).



Degrassi, Silver Anniversary

News Release from www.Degrassi.tv : CTV and Epitome Pictures Inc. announced today that principal photography has begun on 19 new half-hour episodes of the award-winning, prime-time Canadian drama Degrassi: The Next Generation, marking the 25th anniversary of the Degrassi franchise. In addition, the upcoming season will culminate with the finale episode marking the series 100th episode. Shooting is scheduled to run through November with the fifth installment of the series debuting on CTV as part of the 2005-2006 season. Look for an RGK presence this year and what about junior wheelchair basketball!

Bits and Bytes

- People in Motion Show June 3-4, Toronto, ON (RA Track Chair Debut);
- Shoppers Home Health Care Windsor June 10;
- Pro-Form NX modification Guidelines on-line www.varilite.ca ;
- Thanks for the Tire Bead Jack Farmer (2) (deux);
- 3rd Annual Wheels in Motion Event June 12, 2005;
- Canadian Paraplegic Association – Ontario AGM June 29.

BESPOKE PLUS helps market and promotes **RGK Wheelchairs**, **VARILITE™** Seating and Positioning Systems, **KENDA** Tires, **SPINERGY** Wheels, and other products through the North American company called **RGK Wheelchairs, Inc.**

If you have something that you think we should be expounding on, please contact us at your convenience in the manner of your choice.