



BESPOKE PLUS

"Pushing to be Better, Faster, and Stronger"

July 2006

Volume 4, Number 40

RGKLife.com

Congratulations to RGK Wheelchairs, Ltd., in the UK and in particular, Luke at Conrad Designs for a tremendous revamp of the RGKLife.com site. For product detail, color codes, brochures, news letter sign up, etc., it is graphically appealing and first class. Check it out!



Varilite.com

Congratulations to the in-house folks at Cascade Designs for a tremendous revamp of the Varilite® site!



Stryker and Sorano

Over the past number of months we have been communicating with Stryker Corporation who developed a wheelchair concept and started a consumer product division selling the Sorano wheel (www.strykersorano.com). Since the Company's founding in 1941, their philosophy of "results speak louder than words" has made the multi-billion dollar company a leader in the worldwide orthopedic market and placed them in the forefront of medicine's most promising solutions. Today, they are one of the preeminent medical products and services companies in the world with most every para/quad aware of one of the products that launched their business, the Stryker frame.

With offices and manufacturing facilities around the world (www.stryker.com) it was not painful to establish a manufacturing facility in Calgary, Alberta for a wheelchair project. This is the hometown of Christian Bagg a wheelchair user and machinist with a keen interest and desire to reinvent the wheelchair and enhance the quality of life for all people using this type of mobility equipment.

Stryker has put significant resources into the project and have done a full review of the wheelchair market. We look forward to future announcements and hope that they choose to continue to lend their expertise to this field.

Web Sites and Technology

The pressure is on for this company (www.4RGK.com) to improve our on-line presence after the successful re-launch of both www.varilite.com and www.RGKLife.com . RGK did a great job of redesigning the order forms which we provide on-line under downloads at www.4RGK.com . These forms go a long way to clarifying special requests that individuals have when building a Bespoke unit. The order forms are complimented with imagery on the www.RGKLife.com site and now a color chart! Varilite® have identified key seating and mobility issues and have provided articles in the knowledge center, great product descriptions, and forms and brochure downloads that make life easier for all concerned. Technology advances seemingly shrink the world on a daily basis and it impacts the way we work. We are plugged in so to speak wherever we go and have the opportunity to speak to a friend or business associate anytime.

We are constantly pushing to be better, faster, and stronger at what we do and of course this means being effective in and out of the office or warehouse area. We are getting better at having all the information necessary to assist in making decisions that will enhance the product being sent out the door but we are also working from a phone call, a hand scribbled message, a purchase order over the phone, and any other way that works for the customer. We commented previously on Adobe's newest product called Breeze, their latest software addition that is a web communication system that elevates online training, marketing, sales and Web conferencing to a new level. It is deployed using Macromedia® Flash® Player, which is installed on 98% of browsers worldwide, so audiences can access this high-impact communication instantly. This software would make it more convenient for dealers, prescribing authorities, and end users to log into a daily meeting to get product overviews,



RGK's ERGO seating is well proven as a superior option for wheelchair users.

There are an increasing number of manufacturers incorporating this design into their stable of units available to the general public.

Congratulations!



Our Contact Info:
RGK Wheelchairs, Inc.
1932 Danniston Cr
Orleans, ON K1E 3R6
Canada

Phone:
(613) 841-1824
(866) 827-4548
Fax:
(613) 841-5151

E-mail:
Info@4RGK.com
Info@Varilite.ca

Web Site:
www.4RGK.com
www.Varilite.ca
www.Varilite.com
www.RGKLife.com

participate in live chats, and an interactive environment to educate and inform both ways? Live meetings, on demand presentations, web seminars, blended learning, etc., all without the hassle of travel! We invited comments on the use of this technology and did not get a huge response. Our deduction at the end of the day was that people are so busy meeting the day to day needs they have no time left over to look at initiatives like this that may or may not make life easy and provide better service. We will continue to review this type of software within our marketing and communications and will have more to say on this in the future.

Product Consultants

We get the odd question from time to time on our Product Consultants and the role they play in the overall marketing and promotion of our products. Officially, their duties involve direct one-to-one communication with the dealer network in their region, the prescribing authority, and the end user. They perform field promotion work and develop new accounts, demonstrate product and/or service advantages and provide assistance in best application and practices. They provide information and answer all questions concerning products or services and make appropriate referrals. They analyze records of present and past trends, costs, sales, and fulfill administrative commitments and obligations as required.

We ask Bill@varilite.ca , Brandi@varilite.ca , Frank@varilite.ca , and Mable@varilite.ca to be as informed as possible about the products they work with and know the needs of the folks that we are working with to ensure that they can recommend the best product to do the job. We ask them to be themselves, employ their best communication practices with everyone they encounter, and recognize that the end user is paramount in the overall presentation. Naturally we appreciate the lunch and learn, bar-b-ques, trade shows, and other educational events they organize or attend. We take this opportunity to thank them very much for everything that they do to assist in marketing and promoting our products.

Bits and Bytes

- Go Teams Go – World Championships for Wheelchair Basketball (Men and Women) take place July 3-16 in Amsterdam, NL www.goldcup2006.nl .
- Have a super July 1 (Canada Day) and July 4 (USA Independence Day).

BP @ 4RGK.com

BESPOKE PLUS helps market and promote **RGK Wheelchairs**, **VARILITE®** Seating and Positioning Systems, **KENDA** Tires, **SPINERGY**

Wheels, and other products through the North American company called **RGK Wheelchairs, Inc.** Back issues on www.4RGK.com .

If you have something that you think we should be expounding on, please contact the editor, Reg McClellan.

