



BESPOKE PLUS

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

October 2009

Volume 7, Number 85

OT ERGO
Atlantique 2009

Pay it Forward

Sharing our
successes and
Experiences!

*We are pleased to
be a Gold Sponsor
at the OT Ergo
Atlantique event in
Saint John, NB
October 21-23:*

*The event will be
held at the Trade
and Convention
Centre attached to
the Hilton Hotel at 1
Market Square.*

*In addition to the
keynote, Kelly Bang
lecture, closing
address, the AGM
for the New
Brunswick
Association of
Occupational
Therapists, there
will be 29 other
seminars on the
conference program
that will cover the
spectrum of a day
in the life of an OT
and folks that they
work with. We look
forward to our
participation and
meeting many of
the people we work
with in Atlantic
Canada.*

49 Bespoke Inc.

RGK Wheelchairs, Inc., has officially been renamed 49 Bespoke Inc. This has taken place as a result of growth in the scope of the legal entity originally formed to bring RGK Wheelchairs to North America. After a decade of marketing and promoting RGK Wheelchairs and strengthening relationships with Varilite®, Ki Mobility, Kenda, and other manufacturers, Russel Simms and Greg Eden have sold their shares in the company to Reg McClellan. Although the logos for those companies have always been front row and center, it has been a goal to come up with a name for the importer of these fine products to have a generic name.



We chose to use the numbers 4 and 9 with the English term for custom made "Bespoke" and to add the legal incorporated requirement. The significance of the 4 and 9 relate to Reg McClellan's privilege to have worn the number 4 for over 20 years on the men's national wheelchair basketball team and an honor that his partner shares having wore the number 9 on the women's national team for 20 plus years. It goes without saying that we share a commitment to do what we can to further the growth and development of that sport along with all sport and active living for people with a disability.

Over the course of the next few months you will gradually see some of the imagery change, but it will be business as usual in the marketing and promotion of all the products you have come to expect from us.

Expertise in BC & AB

We are pleased to report that we have secured the services of Wayne Peach and Jaimie Borisoff to assist in marketing and promoting our products in BC and AB; not exactly portrait photos, but Wayne is on the left and Jaimie is in his Elevation chair!



Wayne will be travelling throughout BC and AB representing this company, and he will also be promoting the Elevation Wheelchair, D&D, and Sidewinder Van conversions. Wayne has 34 years of experience in the home health care industry as a technician, sales representative, manufacturer representative, company partner, and company owner. His work in the industry has given him an opportunity to interact with all facets of this community in MB, SK, AB, and BC. Wayne's seasoned and diverse background in the home health care industry makes him a natural choice to represent our products. Wayne may be reached at wayne.peach@49bespoke.com or by telephone at 604-845-0349.



Jaimie brings another aspect to the table; he is an end user, an engineer, a prolific athlete, and an inventor. He has brought the Elevation product to market and continues to drive it forward. As you know, we have been a supporter of this product and as 49 Bespoke's business relationship grows with Elevation Wheelchairs, Jaimie will be working with us strategically in BC to compliment the growth and development of Varilite, RGK, Ki Mobility, and Kenda products. Jaimie can be reached at 11@49bespoke.com. We look forward to working with Wayne and Jaimie for the long term.

Ottawa Contracts

Alan Murphy has gone back to Algonquin College for another year in Financial Management and Christene Johnston has come on board. She brings a super work ethic to the Outlet and appreciates the break from university. In addition, Brendon and Chris have a co-op placement with us for the next few months assisting with day-to-day operations, marketing, and promotions. Welcome to all!



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St. Catharine's Open House

We joined Motion Specialties in St. Catharine's to celebrate the Grand Re-Opening of their new location on Thursday October 1st, 2009 and Jennifer Mayer supplied a couple photos and the following for our Bespoke Plus. "As a Gold Level Sponsor, RGK proved once again their willingness and ability to support their vendors in order to best serve the end users. RGK offers a range of equipment that meets the durability and selection that every client needs and deserves. Attending local events to display these products and offer end users and therapists the opportunity to see and try them and speak directly with RGK is a very important. Reg McClellan is always there to support us regardless of our needs. We thank RGK for their contribution to making our day a successful one!" For more information, contact Jennifer at jmayer@themotiongroup.com.



RGK Customizing



There have been a number of changes that have taken place at RGK UK in the last couple months. Units ordered with Spinerger SLX wheels may now be built using a new 5/8 inch axle to provide extra strength for Rugby and Basketball builds in addition to heavy duty daily use units.



New upholstery colors in nylon include white, yellow, olive green, burgundy, sand and Khaki Camouflage. In leather you can order red, beige, grey, burgundy, and blue in addition to black in both materials, and red and blue in nylon. In conjunction with the new upholstery fabric colors, RGK are introducing options to combine Canvas Sets specifying your own design with straight seams.



Water cutting with your design is now available in house as is custom embroidery work with your own logo, etc.!

Bits and Bytes

- Medtrade Atlanta, GA October 13-15;
- OT Atlantique in Saint John, NB October 21-23;
- Prairie Seating Workshop and Show Winnipeg, MB November 5-6;
- Shoppers Open Rehab Operations Centre in Stony Creek in November;
- Shoppers Home Health Care Innovations Show in Toronto November 16-17;
- Shoppers Home Health Care Innovations Show in Calgary December 02.

BESPOKE PLUS helps to market and promote **RGK Wheelchairs**, **VARILITE®** Seating and Positioning Systems, **KENDA**, and **Ki Mobility** products, along with Spinerger, Glance, Rogue, Frog Legs, Schwalbe, KIK, Sun, MBL and other great products.

If what we do is not up to the standard you expect, give us a call, or if you have something that you think we should be expounding on in this forum, please contact the editor, Reg McClellan.