



BESPOKE PLUS

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

Sitting Pretty!

What's the Big Deal?

This is the title for a mini seating workshop series delivered by Sheila Buck, **TherapyNOW!** and 49 Bespoke at our offices at 51 Caldari Road, Concord, ON L4K 4G3.



The AGENDA will be a Registration and light lunch at Noon, followed by a seminar from 12:15 – 1:00 which will include a question answer period to 1:15. We encourage attendees to bring their most difficult seating issues to review and see if we can assist with finding a solution. The dates and topics are below and we will accept the first 15 people per event with faxed attendance.

- **March 27, 2012** Assessment info: What information counts when prescribing product and how do you get it? - A review of what mat assessment data and critical measurements are needed to create a functional prescription.
- **April 24, 2012** Turning data into simulation: Learn to use your hands to determine shape and force. A review of how to turn the mat assessment data into simulation of shape and forces. Learn how to translate the determined shape into a cushion or back.
- **May 29, 2012** Friction/shear/pressure: How do these factors change your choice in the final shape and materials used in the product? – A review of cushion make-up, considering the use of foam/air/gel with respect to shape and pressure management.
- **June 26, 2012** Backing it up: taking a look at back shape and its role in pelvic stability and trunk positioning to gain head and hand function.
- **July 17, 2012** Getting to the Finish Line: making the cushion and back functional within the chair – A review of how mounting the system, seat to floor heights, and centre of gravity affect functionality.

SHHC



We have a new drop ship agreement with Shoppers Home Health Care (SHHC) effective immediately. They are focused on providing Canadians with a complete selection of specialty home health care products and services, tailored to meet specific needs for health recovery and maintenance.

With over 50 plus locations and growing, SHHC is Canada's largest single retailer of home health care products and services.

Built on a foundation of professional expertise and personal service, the Shoppers organization has been meeting health care needs for over 40 years. From custom modification of seating and mobility equipment to Wheelchair Vans, and other aids to daily living, **SHHC** is dedicated to providing the best and most affordable solution.

SHHC specialty service includes:

- Free written estimates for repairs and maintenance;
- Service by certified technicians;
- Work is always guaranteed;

SHHC has a rental program providing the ability to:

- Set up a temporary, safer, environment with less cost;
- Access equipment that is guaranteed to be clean, safe and reliable;
- Rent various equipment before deciding to purchase it;
- Tailor solutions to meet individual lifestyles

SHHC realizes building relationships with customers is just as important as the products they sell.

SHOPPERS
HomeHealthCare



Rubber World

On January 25, 2012 a report out of Singapore referenced the latest rubber statistical bulletin and rubber industry report published by the International Rubber Study Group for October-December 2011 and it stated that, "Annualized global rubber consumption reached 25.8 million metric tons by the end of the third quarter of 2011, 6 percent higher than at the same point in 2010, reflecting a decelerating increase in the demand for vehicles and tires. Global **synthetic rubber (SR)** production was 7.5 percent higher than at the end of the third quarter of 2010, in line with the relatively strong growth seen in SR consumption supported by competitive prices, while the global **natural rubber (NR)** supply was 4.1 percent higher than at the end of the third quarter of 2010. Global rubber demand is forecast to reach 27.2 million metric tons in 2012. Global SR demand is expected to grow by 5.5 percent in 2012, while global NR demand is forecast to rise to 4.6 percent in 2012. The global NR production is forecast to rise by 5.1 percent in 2012, driven by higher growth in normal production."



In the wheelchair world we use mostly SR partly because the pricing is better, but also because a lot of end user's have NR allergies; in particular, in the 1980's it became known that 73% of the spina bifida population had negative reactions to latex (milky fluid found in plants – the latex in the rubber trees is the source of natural rubber) or NR products.

The Globe and Mail reported that the price of rubber jumped 20% in January 2012 as Thailand, the worlds largest producer of rubber, initiated a buying program on



speculation that there would be sustained global growth and increased demand for rubber products noting the soaring growth of the automotive industries in China and India. China has 35% of the global rubber consumption!

All this to say that we will likely see continued high prices for rubber products as someone has to pay for the daily commodity updates!

VARILITE® at ISS

Randy Willett, VP Medical relayed that those attending the International Seating Symposium (ISS) in Vancouver, BC next month will notice that **Panthera** will be sharing space with **VARILITE®** as they have a relationship in European markets. www.varilite.com.

Panthera is showing its carbon fiber chair in Canada for the first time noting it is the lightest unit in the world at 4.2 kilo's with the wheels on and only 2.1 kilo's with the wheels off. Combine this with **VARILITE's® ultra light weight** and you have a super combination for any end user! www.panthera-x.com

In the latest version of LITE Reading, Randy also welcomed MobilityOne as their new South African distributor and he invites everyone to come by booth 35 & 36 to see the complete line of **VARILITE®** products!

Spinergy Overview

We have a sheet from Ryan Webb, Spinergy that provides an overview of all their wheel offerings, including bearing spacing, size, colors, weights, and our retail. See it on our site under specials, Spinergy, and **overview**.

Bits and Bytes

- 49 London Feb 18 with Great Lakes Conference Play;
- 49 ParaSport Games Feb 24-26 Huntsville, ON;
- 49 ISS March 7-9 Vancouver, BC;
- 49 Sitting Pretty March 27 at 49 Bespoke;
- 49 DT Showcase April 22-24, 2012 Toronto, ON;
- 49 12th MEDiChair Show April 26 Oakville, ON;
- 49 Rolling Rampage The Hill April 26th, Ottawa, ON;
- 49 CSMC May 8-10, 2012 Toronto, ON;
- 49 People in Motion Show June 1-2, 2012 Toronto, ON.

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

Please give us a call or contact the editor, Reg McClellan, if you have something that you think we should expound on.