



BESPOKEPLUS



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

Permobil and Progeo

Whether it is hands-free, and voice activated smart technologies as voice assistance with Amazon Alexa or Google Assistant in the MyPermobil app, a new Roho Hybrid cushion, or a new chair company, Permobil is on the move growing their offerings to the home healthcare industry.

Permobil's four core values are noted as **user first, trusted, leading, and passionate**, and they feel this will take them to another level as the industry leader. The strategy to acquire as opposed to innovate from within has been in this industry for a long time with mixed outcome, but whenever a lot of money is thrown at an issue there will be changes that impact that industry.



Recently, Permobil announced the acquisition of Progeo in Italy significantly increasing their presence in the manual wheelchair segment in Europe. Permobil will make Progeo's products more available to users around the world and increase

the presence of Permobil's other product lines in Italy.

Luciano Nosella, co-founder of Progeo stumbled into manufacturing this product line when Kuschall was purchased by Invacare in the mid 90's. Along with Leonardo Pivato, they grew the company to annual sales in the 10-million-euro range.

This should mean that we will see a new range of wheelchairs become more mainstream like RGK has become with the Sunrise Germany acquisition.

CADA and OHMEPA

The Canadian Assistive Devices Association (CADA) members have voted to approve the merger between CADA and Ontario Home Medical Equipment Providers Association, and to change the association name to the acronym OHMEPA-ON. Going forward they will be rebranding from CADA to OHMEPA.

This decision has answered a question this writer has had for a long time which is "what are we doing to create a better situation for end users of products in this industry across Canada?" CADA has always seemed to have an Ontario focus despite the odd national overture. Finally, the overwhelming influence from Ontario participants concluded that a merger of these two organizations around a *vision of advocating for continuing and improving market opportunities for Ontario's Assistive Devices Providers* was needed.

The merger provides for a unified voice to approach government decision makers in Ontario. They will have an expanded and more diversified membership, more volunteers with the ability to accomplish more, and a specific focus on meeting the needs of Ontario Assistive Devices Providers.



The issue that we see here is that the focus on the business development of this industry is front row and center and that the needs of the folks for equipment provided through these companies is not front row and center. It appears that the benefit to people with a disability that require equipment for daily living needs is a by-product of the action taken by the group. We do not feel for a minute that the industry does not care for the individuals that it is in

business for, but they are not putting that group front row and center and do need to change that focus as it permeates a philosophy that it is "business first and margins matter most!"

What do we need to advocate for people that require HME?

Motion Acquires A1



Canadian home medical equipment retailer Motion (formerly Motion Specialties) has acquired A-1 Wheelchairs Unlimited, located in Langley, BC. A-1 was founded in 1985 by the Derkoch family the same year Motion came into being. Initially a wholesale operation promoting Quadra Wheelchairs to the dealer network, it

became a retailer promoting many product lines direct to end users to Langley and surrounding communities ranging from Vancouver to Hope.

The press release reads, "A-1 Wheelchairs Unlimited will be rebranded as Motion Langley and joins a variety of prominent Canadian providers such as Shoppers Home Health Care's Wheelchair & Stairlift Division, MEDChair, Creative Mobility Products Inc., North Coast Home Medical Equipment, and Eastern Mobility Specialists, that Motion has acquired by over the last five years. This recent acquisition gives Motion 42 locations in Canada. Building on our expansion throughout British Columbia, which began with the integration of Northern BC's North Coast Home Medical Equipment in January 2021, this acquisition demonstrates our ongoing commitment to enhancing our customer service and reach across the province, said Thecla Sweeney, Executive Chair and CEO of Motion. The Motion Langley team will work closely with our established Motion Vancouver team to best support our clients with their ongoing and growing need for quality mobility and accessibility products and services in this area."

Scrambler 2 & Hybrid 2

More powerful with nominal power at 1440W and peak power at 1620W the new Scrambler 2's 300 RPM brushless motor optimizes performance and always provides maximum power at any speed on any terrain regardless of what speed you calibrate your Scrambler 2. This was designed to delight fans of speed and/or off-road experiences.

The Scrambler 2 is manufactured with the latest technology for Class 1 medical devices from Batec Mobility

and boasts of 50-kilometer autonomy with their newly protective sticker padded 678Wh - 48V battery with a 2000 lumen double yellow lens headlight.

The main and most important of the novelties offered by the SCRAMBLER 2 is its new and innovative proprietary electronics that optimize engine performance, always



provide maximum power at any speed and terrain, and maintain high speeds even on very steep climbs. However, Batec also reinforces its level of safety thanks to the new Galfer

floating brake disc, a new more powerful double headlight, a self activated anti-slip function allowing you to accelerate without fear of the wheel skidding while retaining the climbing ability smoothly and safely which is advantageous on unstable terrain, on steep slopes, or in the rain.

The new storage bag allows you to carry tools, documents, smartphones, or any other small object in a comfortable and accessible way.

Like everything in the eBike industry, our container



shipments have been delayed. Instead of first quarter receipt, we are to expect the new Scrambler 2 to arrive at the end of June or first part of July whereas the Hybrid 2 (to be showcased in

the next issue of Bespoke Plus) will not arrive until the end of July or the first of August 2021.

Bits and Bytes

- 49 National Access Awareness Week May 30-June 5;
- 49 OSOT/Sheila Buck Virtual Workshop TBD;
- 49 Abilities Expo June 25-27, 2021 Chicago, IL;
- 49 Paralympics **Aug 24–Sept 5, 2021** Tokyo, Japan;
- 49 Abilities Expo Oct 1-3, 2021 New York, NY;
- 49 Rehacare Dusseldorf, DE **October 6-9, 2021**;
- 49 37th ISS **October 27-30, 2021** Pittsburgh, PA;
- 49 Abilities Expo Nov 12-13, 2021 Toronto, ON;
- 49 9th Annual SCI Conference November 16-18, 2021.

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.**