



BESPOKEPLUS



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

Let's Go 2024



A new year, after a week on "your own schedule", and reflecting on where you have been and where you are going, still leaves you with a feeling of renewal. When we think in those terms it encourages us to get our message out about what drives us and keeps us opening the doors in the morning.

We have seen a lot of larger company growth in this industry yet not much new funding. Product that was deemed necessary and got onto funding programs a couple decades ago is no less relevant but has not been afforded any price increase as if production costs have remained the same. Additionally, in Ontario five years ago where the then Wynne Liberal government cut funding across the board to their ADP by over 20%, the Ford

Government has not made a correction. Each and every product that goes through the program has the end user picking up a larger portion of the costs of mobility!



This industry has always been about service, service, service. What we have seen the trend to be is more about retail, retail, retail, and end users complaining about that trend. We are driven by ensuring that we support the dealer network with our product range and provide the suggested MSRP and MAP pricing as required. We will listen and provide all the support we can to the end user of the product and dealer of choice. We will continue to innovate and introduce new products with the view of them becoming "go to" commercial products designed to enhance the lifestyle of people with a disability.

Mediland - Rehasense



Rehasense, a globally recognized company with Danish roots, recently acquired a strategic 52% stake in Mediland.

Founded in 2010, Rehasense is a leading manufacturer of high-quality medical devices that has seen steady growth in recent years. The company has successfully expanded its presence in several markets in Europe, Australia, Canada, and the United States.

In recent years, Rehasense has received several prestigious awards, including the GHP Award for "Most Innovative Mobility Product Manufacturer" in 2019, 2021, and 2022. Rehasense has also been recognized by the UK's leading healthcare trade magazine – THUIS, which awarded the 2021 Retailer's Choice Award to the PAWS motorization kit, followed by the same award for the Space LX rollator in 2022 and for the Icon 35 LX manual wheelchair in 2023.

Comprised of specialists in product engineering and design, Rehasense's multidisciplinary team has decades of professional experience. Focusing on safety, compliance, design, and functionality, Rehasense specializes in high-quality, innovative products for the rehabilitation market. Their product range includes mobility aids such as rollators, motorization kits, wheelchairs, as well as transfer aids and ramps. All products meet rigorous quality management standards certified according to ISO 9001 and ISO 13485, ensuring compliance with local regulatory requirements and the European MDR Regulation.

With manufacturing facilities in China, a logistics center in Poland and a new service center opened in Germany, Rehasense has strategically invested in Mediland to strengthen their position and enhance their capabilities.

This action aims to leverage their collective synergies, paving the way for new opportunities in Italy and beyond.

This investment is a testament to their common strength, making them even stronger. Together, these companies are well positioned to achieve more success in the future.

Jane (Ellen) Arkell-ALACD



It is with heavy hearts that we announce the passing of Jane Arkell on Wednesday December 27, 2023.

Jane is remembered by her infectious laugh, fierce loyalty to her two children, and a long career with Active Living

Alliance for Canadians with Disabilities. She passionately advocated for equal opportunity and resources in the field of health promotion for individuals with a disability. Her impactful work saw her travel to several Paralympic Games, including Calgary, Seoul, and Beijing in addition to championing for federal accessibility legislation before the Canadian House of Commons. Jane (66 Years Young) is survived by her husband Ed Whitworth, son Evan (Sam) and daughter Alli (Wes), along with her siblings Liz, Bill (Sharon), Tom (Patti), and Mary (Mark). She is also dearly remembered and loved by her nieces and nephews Spencer (Kathleen), Sophie, Kent, Andrew, Stephen, Adam, and Billy (Judy), and her beloved puppy Jersey. Arrangements are with www.smithsfh.com.

Paralympic Medals



Congratulations to Karen O'Neill, CEO of the Canadian Paralympic Committee who has been instrumental in making change in the Canadian Sport System particularly as it relates to athletes with a disability. Sport Canada recently announced that Canadian

Paralympians will now receive the same amount of money their Canadian Olympic counterparts get for winning medals; \$20,000 for winning gold, \$15,000 for silver and \$10,000 for bronze.

Top End - Carbon Bike

Kris Horner, who heads up Top End Wheelchairs made an exciting announcement this month that they have merged with Carbonbike-USA. Although the companies will remain serviced as usual, Chris Peterson who not only founded Carbonbike-USA, but also a former version of Top End

Wheelchairs in the late 80's which had been sold off to Invacare, will now be complementing Kris's abilities for both of them to champion new innovative products and enhance customer service. Both companies will maintain their go-to-market business models, their unique websites, and social channels.

Varilite®

We are experiencing manufacturing delays with some of the Varilite® product line. This product line owned by Cascade Designs have been exemplary in their manufacturing processes since we have been distributing the product dating back two decades. Although we have large inventory some sizes and some SKU's may not be available for same day shipping as we have been accustomed to, but they hope to have production issues resolved in the next few months; we are expecting a catch-up shipment to arrive in May or early June.

Wherever possible we will meet needs with demo product and part replacement. Please accept our apologies for any inconvenience.



Bits and Bytes

- 49 Valentine Gala February 10, 2024, Royal York, TO;
- 49 REE March 5, 2024, Richmond Olympic Oval, BC;
- 49 Abilities Expo March 15-17, 2024, Los Angeles, CA;
- 49 Medtrade Expo March 27-28, 2024, Dallas, TX;
- 49 CAOT Conference May 1-3, 2024, Halifax, NS;
- 49 Prairie Heart Show May 7, 2024, Regina, SK;
- 49 Prairie Heart Show May 9, 2024, Saskatoon, SK;
- 49 Brandon Mobility Show May 9, 2024, Brandon, MB;
- 49 Access Expo Ottawa June 27, 2024;
- 49 Access Expo Kingston July 11, 2024;
- 49 Access Expo Toronto July 24, 2024;
- 49 Access Expo Hamilton August 1, 2024;
- 49 Access Expo Peterborough August 20, 2024;
- 49 Access Expo London August 29, 2024;
- 49 Rehacare Dusseldorf, DE September 25-28, 2024.

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.**