

Bespoke Plus

If Your Work Speaks For Itself, Don't Interrupt!



41st Valentine Gala



The 41st ANNUAL GREAT VALENTINE GALA will be at its forever home, the FAIRMONT ROYAL YORK HOTEL on Saturday, February 8, 2025. The star will be Robert Pilon who will entertain the Presenting Sponsor Scotiabank and Patron, Her Excellency the Right

Honourable Mary Simon, C.C., C.M.M., C.O.M., O.Q., C.D. Governor General and Commander-in-Chief of Canada along with the Honorary Patrons, The Honourable Edith Dumont, OC, OOnt, Lieutenant Governor of Ontario, The Honourable Henry N. R. Jackman, Honorary Co-Chairs, Laura Dottori-Attanasio, President and CEO, Element Fleet Management Corp. Sal Iacono, President and CEO, Cadillac Fairview Corporation Limited.

The Gala Co-Chairs are George Przbylowski and Tony Wight who I am sure will do a Great Valentine job the Founding Chair, The Honourable Vim Kochhar who retired from the Senate at the mandatory retirement age of 75 years and continues to work full days on a multitude of non-profit ventures. To find out how an engineering graduate from a Texas University becomes a Canadian citizen, a Senator, and lifelong philanthropist, you will have to attend this event. We are looking forward to attending again as I think we have been to all but four of them!



Max Mobility/Permobil

Max Mobility/Permobil initiated a recall on their Speed Control Dial component used with the SmartDrive MX2+ Power Assist Device due to potential safety and performance concerns January 14, 2025. This is due to potential safety and performance concerns. The product impacted is MX2-3DCK/MX2-3DC. This is the frame-mounted Speed Control Dial used to deactivate

the SmartDrive motor, as well as provide a means of actively powering the motor. Those that have purchased one of these components with the model numbers above, will need to request replacement Speed Control Dial units. Use the QR code to access the field action portal at: <https://hub.permobil.com/smartdrive-scd-voluntary-field-action>.

See You at REE

We have the pleasure of meeting and working with gifted people that have seen a need to invent something that enhances the lifestyle of others, and we assist in bringing it to market. We would like our slogan to be “we shop the world for you” but that is well used and to be fair we only distribute product from 20 different countries which is only touching about 10% of the world market.

At the Rehab Equipment Expo (REE) we always have product that we distribute to the dealer network daily (B2B) and we also have product that we make available directly to end users if they do not have a dealer to work with or it is a product that the dealer network does not want to work with (B2C).

We regularly speak with gifted people that have seen a need for a product and have developed it. We often support them in their efforts to secure the intellectual property rights to their product and the painstaking process of navigating the commercial environment to make their product mainstream. Like all products in this industry, there are stages of development past prototyping to manufacture a final product and have the infrastructure in place to service the world. Big companies in this industry are well positioned to quickly get products to market while their competitors work frantically to develop “me too” products that are just different enough to allow them to compete.

We hope to see you at the REE March 4th, 2025, at the Richmond Oval in the greater Vancouver area and introduce you to something new!

ISS 2025

The 39th International Seating Symposium is set for March 20-22, 2025, with Pre-Conference Workshops March 19, 2025, in Pittsburgh, PA. This event founded in Canada in 1983 has become a go to spot for educators to congregate and talk education on wheelchair seating and mobility.



In turn, this group has reached out to the community they work with for funding initiatives and manufacturers from around the globe show up to market and promote their products. Exhibitors range from Diamond, those that spend \$95,000.00 USD to be there with a 50 x 50-foot booth and a host of other benefits to those that are Friends of ISS that cough up \$3,500.00 USD for a booth.

This year it will look like a coming out party for Rehasense who will have a

presence similar to Rehacare last year as they have a foothold in Canada and now launching in the USA. Stay tuned to this group who have brought on some great folks and will have a full product line in North America within the next two years.

Kera Sit2Sit



The Kera Sit2Sit hoist is a completely new category in hoist equipment and is now available in Canada thanks to an enterprising family who sought out solutions to an issue and made it happen. It allows a single caregiver to transfer a user who has no standing strength, balance or grip, quickly between seats without having to fit a sling underneath them. The patented Chest pad and Backstrap combination securely lifts the user by their upper body and rests them in a stable and comfortable forward position. Visit www.htsystems.co.nz for more information on this product or give us a call.

Wheels Casters & More



We have written about Christian Bagg and Bowhead Corporation developments and are pleased to see they have their wheels, casters, and more available now. Unlike some manufacturers, they are making their product available to end users and resellers covering all bases to get their product into the market. We look forward to working with them and seeing them at REE March 4th.

Abilities in TO in 202X

As relayed previously, Abilities Expo was acquired by the Racoon Media Group. We had met with them while they were checking out venues to re-enter the Canadian marketplace. They will not have a Toronto Show in 2025 nor have they committed to 2026. We will meet with interested folks in the area to see if we can fill the void.

Mobilist XZ-Droid

As the exclusive Canadian distributor for Robooter, Mobilist in Edmonton are bringing their products to market. They are driven by a vision to empower individuals by offering the freedom to go beyond A2B and feel great doing it. See them at REE or check them out here: <http://www.mobilist.com/>

Bits and Bytes

- 49 41st Valentine Gala February 8, 2025, Toronto, ON;
- 49 REE Richmond BC March 04, 2025;
- 49 Abilities March 7-9, 2025, Las Angeles, CA;
- 49 ISS March 20-22, 2025, Pittsburgh, PA;
- 49 Abilities May 2-4, 2025, New York, NY;
- 49 Abilities June 20-22, 2025, Chicago, IL;
- 49 Abilities August 1-3, 2025, Houston, TX;
- 49 Abilities September 5-7, 2025, Phoenix, AZ;
- 49 Abilities October 17-19, 2025, Ft. Lauderdale, FL;
- 49 CSMC September 9-10, 2025, Toronto, ON;
- 49 Rehacare Dusseldorf, DE September 17-20, 2025.

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.**