



# BESPOKE PLUS

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

## VARILITE® Info

We know you will be pleased with the quality, performance, and design of your VARILITE® product. VARILITE® systems offer unparalleled pressure relief,



stability, and positioning support to enhance function and performance. At 49 Bespoke Inc., we would be pleased to offer sample product to pressure map or test against any product in the marketplace.

VARILITE® products are virtually maintenance free. To ensure optimal performance, VARILITE® suggests that you leave the valve open and allow your cushion or back to fully inflate overnight at least once a week to maintain foam integrity.

VARILITE® cushions and covers should be used in conjunction with one another. The cover is an essential part of the cushion by enhancing pressure distribution and promoting air circulation for healthy tissues. The cover serves to protect the cushion from punctures, burns, and being soiled.

In the rare circumstance where you have punctured the cushion or have broken the valve, they are able to be patched and valves may be replaced. These are stock items and available for immediate shipping.

VARILITE® cushions have a two year limited warranty which may be discussed with your local provider; please ensure that you send in your warranty registration card that came with your product or simply go on-line and complete it: [www.varilite.com/forms\\_warrantyreg.aspx](http://www.varilite.com/forms_warrantyreg.aspx)

PSV (Pressure Setting Valve) provides an opportunity to

fix the immersion at levels 1, 2, or 3 depending on what you prefer and what works best for you. The standard valve, which is smaller, may be set this way: Begin with the cushion fully inflated with the valve closed. Transfer on and sit in the proper position. Turn the valve counter clockwise to open the valve and release air. You want to sink down about 1 to 2 inches (2.5cm to 5cm). Close the valve when the air level provides the support you need for comfort and functionality. Generally, this is when there is between 1 and 1/2 in. (2.5 and 1.3cm) of cushion between your ischial tuberosity and the seating surface.

Check out our web site or view [www.varilite.com](http://www.varilite.com) and click for video at: [www.youtube.com/variliteseating](http://www.youtube.com/variliteseating)

## Bill Hersh Award



The Bill Hersh Memorial Award was endowed in 2004 by Lisa Shapiro (Carleton University graduate of journalism in 1969 along with her late husband Bill Hersh) and is awarded annually by the Dean of Graduate Studies and Research to an outstanding female

graduate student enrolled in either mathematics or engineering. This year the award went to Tania Kolechkina, a PhD student in civil engineering. Tanya, who has just completed her PhD comprehensive examinations, is now working on her thesis on travel time predictions for connected vehicles. The goal is to devise safe, effective, acceptable ways for vehicles to move more quickly via remote connections.

Lisa relays, "Canada is fortunate to attract such hardworking, intelligent, impressive people who so clearly want to do well here."

When Bill wasn't acting as the founder and head of Canadian Athlete Information Bureau he was a beloved President of our Dim Sum Club. Although we lost Bill quite a few years ago, we never quit thinking about him and the joy he brought to our lives.

## Race to the Bottom



We know that businesses need to buy something and sell it for more or they are not going to be in business very long. We know that some businesses like to squeeze every penny out of every market and they go to great lengths to higher accountant types to analyze every aspect of their profitability. We know that competitors want

to drive their costs to zero so that they will be the obvious choice in the industry and if they happen to take advantage of the consumer that is relying on them for their guidance and expertise by getting into a piece of equipment that is inferior, so be it.

In this industry there is always the opportunity to cut a corner, sacrifice lifestyle quality, and suck it up as we race to grab a little more market share, but the problem with this is that we might win! We might make a few more dollars in the short term, but we may have to quit giving out our personal telephone numbers and we may have to take all the signage off our building or end users might find us and expect a little service.

Someone will always find a way to be cheaper and more shrewd than yourself; I believe in working with products that meet and exceed expectations and if it is not right we "Make it Right" before we consider the deal done.

A race to the top is what we should all be thinking about in this industry. Instead of hiring those accountants to hammer out the best margins and the lawyers to wait out any claims, we should be putting those resources into hiring engineers, machinists, welders, fabricators, etc. People who make things. People who look at issues, problems, needs, and come up with a solution; a solution that enhances the quality of life for a fellow inhabitant and entrenches the philosophy that this industry is a service industry and although there is a sale being made it is only final when the needs are met.

A race to the top is dependent on innovation, design, craftsmanship, and respect for the individuals that are using our products. Good job Ki Mobility, VARILITE®, RGK, Kenda, and all the other fine products we provide.

## Spinergy



We are asked regularly about Spinergy spoke material and I can only remember the acronym for the material. So,

Spinergy uses PBO Fiber Spoke Technology; every PBO spoke contains over 30,000 strands of polyphenylene benzobisoxazole fibre, delivering 3-times the strength of stainless steel at just half the weight. These are the colors they come in plus green, Pink and Orange.

## Rolling Spokes

We take this opportunity to thank all of the folks at Rolling Spokes in Brandon, MB., a DT Group Member.

They did a super job of welcoming and showing great hospitality to us at their recent grand reopening. Now



that Westjet is flying to Brandon it should make life even easier for next year's show and education sessions.

From left to right we have Les, Vernon, Sharla, and Ashley sporting their Rolling Spokes attire!

## Bits and Bytes

- 49 People In Motion Show May 31 – June 1, Toronto;
- 49 CAOT Conference Victoria, BC May 29-June 1;
- 49 Ki Mobility Grand Opening of New Facility June 13;
- 49 RGK 25<sup>th</sup> Anniversary Celebrations July 6;
- 49 OSOT Conference September 27-28, London, ON!

**BESPOKE PLUS** helps to market and promote **RGK Wheelchairs, VARILITE®** Seating and Positioning Systems, **KENDA**, and **Ki Mobility** products, along with Spinergy, Gance, 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.**