



BESPOKE PLUS

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

2015 – 15th Year



focused on publicly funded products through the dealer network.

We have been in business for 15 years now and cannot believe how fast it has flown by! What started out in bringing to market Bespoke manufactured ultra-light wheelchairs has grown to include many industry related products. We have primarily

This has worked well for most products, but with the growing number of non-funded products and self-funded customers we have found it necessary to look at our product grouping and be more specialized in our approach to the way those products are delivered to the marketplace.

Ki Mobility and **VARILITE®**, are premier products in the industry and are commercially viable within the publicly funded, dealer network restricted, prescribing authority dependent, marketplace. **RGK Products** fit differently in this environment as they are intimately end user focused demanding more time, energy, and accountability on the part of those involved in using, prescribing, and delivering those products.

Although we have resisted a different direction for a few years, we are now embracing a new approach to providing better delivery of all the products.

Following up on a commitment to **Ki Mobility** and **VARILITE®**, 49 Bespoke Inc. will employ the services of a national representative group to assist in the marketing and promotion of their products February 01, 2015. These products will continue to be available exclusively to the dealer network across Canada. This will represent a division in our corporation.

RGK, KENDA, Spinergy, CEW (Shox, X-Core), Topolino, Schwalbe, Sun Components, Frog Legs, BBRaver, Blax,

Out Front, MBL, and a host of other products we stock will continue to be made available to the dealer network in addition to other sales channels. In the case of RGK we have established a good working relationship with a number of dealers who have an outstanding ability to work with the end user and deliver one off build specification sheets. We will continue to work with those dealers exclusively in their areas and where we do not have such dealers we will provide the services required. Our new direction will become apparent through web services at www.49Bespoke.com in the coming weeks.

Thank You

We take this opportunity to thank **Braden Hirsch #15** and **Hugues Benoit #49** for their sales and educational support over the last three years. We look forward to a different relationship with them going forward.

Valentine Gala



The Canadian Foundation for Physically Disabled Persons (CFPDP) led by the Honourable Vim Kochhar, Chairman, will be hosting the 31st Great Valentine Gala at the Westin Harbour Castle in downtown Toronto.

The CFPDP picked up the torch for the Paralympic movement in 1984 from Dr. Bob Jackson. That year Paralympian's won 222 medals and were 2nd in the world, but it was the media's best kept secret. The event was described as the "crippled athlete" games. The CFPDP organized a Valentines Gala in February 1985 to recognize each medal winner and the Lt. Governor of Ontario the Honourable John Black Aird presented special plaques in front of over 1,000 Toronto corporate leaders, raising over \$239,000.

For the last 31 years, the CFPDP name has become synonymous with the Paralympics and the Valentine Gala, celebrating Paralympian's achievements! Highlights are:

Great Valentine Galas: Since 1985, Paralympian's have been recognized at each of our 30 Great Valentine Galas.

WhyNot Marathon: In 1996, the WhyNot Marathon carried a torch from coast to coast, travelling through more than 600 communities; more than 400 Rotary Clubs in Canada participated.

Helping Canadian Paralympic Committee (CPC): The CFPDP has assisted CPC throughout its existence. When in 2000 there was urgent need for CPC to send our team to Australia, we contributed \$100,000 for emergency assistance.

Podium Fund: 12 years ago the CFPDP created the Podium Fund to present funds to each medal winner at the winter and summer Paralympics and to recognize them with King Clancy Awards.

Rolling Rampage: 10 years ago the CFPDP created the Rolling Rampage 10K wheelchair races with a prize purse of \$35,000, among the largest in the world. On October 7, 2014 the 10th Annual Rolling Rampage, held on Parliament Hill in Ottawa, was attended by over 2500 students from elementary schools and over 300 Parliamentarians and their staff. It helped to educate the students and MPs to the power of Paralympic sport.

Canadian Disability Hall of Fame: The Canadian Disability Hall of Fame has been operating for 21 years and every year one Paralympic athlete is inducted who has made an outstanding contribution.

1776 Step Climb by Wheelchair: In 2002, we organized Paralympian Jeff Adams' 1776 step climb by wheelchair to the top of the CN Tower. This incredible effort raised more than \$170,000 to create a school outreach program.

Corporate Awards: In the last 20 years, the CFPDP has recognized many companies with Corporate Awards for their outstanding contribution to the Paralympic movement.

All of these projects have been described in a recent book, **Glowing Hearts V**, by D.T. Publishing www.disabilitytodaynetwork.com.

TIGA FX Stock, etc.



We have a number of TIGA FX units in stock now and are in the process of determining how we will move forward with them in relation to other funded products.

In addition to these new units from RGK, we now have stock of BBRaver push rims (overview in the next Bespoke Plus) along with a huge quantity of silicone covers, bearings, tires, tubes, axles (all sizes) and wheels galore.

Ki Mobility Focus CR



The Focus CR now has more versatility, more wheel and axle options, and caster arms allowing for an increased range of seat-to-floor heights. The design changes and new 12" mag wheel allow for an incredible Seat-to-Floor range of 13.5"-19.5". Now, you can transfer without having to go with larger wheels, increasing lateral stability and limiting access to wheels where needed. The easy depth-adjustment, length-adjustable wheel base, and simple COG adjustment combined with a complete selection of rear wheel options reinforces the Focus CR position as the most versatile **Tilt in Space** in the market.

Junior Backs



We have created a complete hardware kit for our JUNIOR Back Support. This kit includes everything except a shell, cushion and cover. Part number 02470, MSRP \$256.00

Little Wave Taper

The Tsunami Little Wave is often ordered with a reverse taper or flared bottom as per this image at \$100.00 Retail.



Bits and Bytes

- 49 Thank you Braden Hirsch and Hugues Benoit;
- 49 Sales Rep In Service Day Ki Mobility & VARILITE® Feb 6;
- 49 Valentine Gala Westin Hotel Feb 7 Toronto, ON;
- 49 Canada Games in Prince George, BC Feb 13-Mar1;
- 49 ISS Nashville, TN Feb 24-28.

BESPOKE PLUS markets/promotes **RGK Wheelchairs**, **VARILITE®** Seating and Positioning Systems, **KENDA**, and **Ki Mobility** products, along with Spinergy, Glance, Spintek, Frog Legs, X-Core, Shox, CEW, Schwalbe, Sun Components, Natural Fit, Blax, etc. **Comments are welcome; contact the editor Reg McClellan in the manner you wish below.**