



Are You Ready



We have been using our Batec's all winter and it is certainly time to clean them up and have them in top shape for what will be a big summer for these units.

We have received many calls on the Batec Mini version and can update you on the initial container load enroute to us

now. We expect that we will have that order here by the end of March and are taking orders for para and quad versions in all available colors, graphite, red, and white.

Report – Rick Hansen

Rick Hansen sent out a letter confirming that the Conference Board of Canada has released a report demonstrating how improved physical accessibility in workplaces and communities for people with disabilities would result in a dramatic increase in labour force participation and consumer spending in Canada.

The report, *The Business Case to Build Physically Accessible Environments*, contains some compelling findings. Highlights of the report include:

- People with physical disabilities make up a large and growing consumer group, representing 14% of consumer spending, or \$164 billion. By 2030, **real spending by this group is anticipated to grow at three times the pace of the overall population**, representing 21 per cent of the total consumer market or \$316 billion annually.
- Improvements to workplace access would allow over half a million Canadians with disabilities to work more hours, **increasing our GDP by \$16.8 billion by 2030.**
- Almost half (49%) of Canadians with physical disabilities who are currently working believe they

would be able to work more hours if workplaces were made more accessible.

These statistics demonstrate that improved accessibility for people with disabilities is not just a question of human rights but is an economic imperative. The status quo is clearly not sustainable. If government, private and social sectors work together, we can accelerate progress on behalf of all Canadians. People with disabilities represent tremendous spending power and an untapped workforce that can provide significant economic benefit to Canada.

Wheels, Wheels, Wheels



Spiner, the most trusted wheel on the market, is in stock and available through 49 Bespoke Inc. We have a complete inventory of 22", 24", 25", 26", and 700C ready for shipping to the dealer network. To compliment the SPOX, EXTREME, BLADE, all daily use and active living wheels, we have complete inventory of push rims, Schwalbe, Kenda, CEW, Sentinel, CST, IRC, tires, tubes, snap on tires, and axles to accommodate most needs. Poly (p-phenylene-2,6-benzobisoxazole) (PBO) spokes are 2x stronger than carbon/kevlar and 10x stronger than steel/aluminum. Spiner wheels carry a one-year limited warranty.



Loopwheels have integral suspension, are designed to reduce vibration and increase performance while providing greater comfort. They give you a smoother ride and more comfort than standard wheels. They have carbon springs which absorb vibration, bumps, and shocks and are designed for everyday use. Loopwheels are strong and durable carrying a one-year limited warranty.



People In Motion Show



Custom Engineered Wheels (CEW) have produced some excellent wheels that you will see on a lot of OEM products. From their Enduro Wheels to Carbon Fibre, their Patented triple-stage manufacturing process allows engineers to optimize the shock-absorbing qualities of composites; controlling both vertical stiffness (ride comfort) and lateral stiffness (handling and cornering). They have a three Year Limited Warranty.



Sun Components have been an industry leader within the wheelchair market for over 50 years and our longest partner in providing super product for this marketplace. Style, durability, and price are key elements in the design and supply of wheels, rims, and hand-rings to major



OEM/consumers worldwide. One of their top wheels and standard on some high performance daily use chairs, is the Fusion 16, and their Equalizer which is standard on many active living units.



Round Betty Wheels Slogan is "Ultra light weight, with the strength for everyday use" and the web site reads, "Through the use of proprietary aluminum tubular spokes the Dino has unmatched pushing characteristics. They will improve your pushing dramatically, allowing you to roll faster and longer than any other wheel on the



market. These wheels respond in the fashion that a high performance, everyday wheel should: seamlessly. You will push more quickly without expending more energy."



SoftWheel's engineering & design (placing the three suspension arms inside the wheel) allows the hub and suspension to "react" inside the wheel.

The "action" of each obstacle causes a "reaction" limited to inside the SoftWheel. The net result is less vibration and preservation of forward momentum. Four new technologies confine reactions within the wheel itself, helping SoftWheel improve the riding experience, comfort, and energy-efficiency.

JUNE 15 - 16, 2018
VARIETY VILLAGE IN TORONTO
VARIETY VILLAGE

- Variety Village is a fully accessible venue with many accessible washrooms on site
- Lots of free parking on site
- Variety Village is a long time exhibitor of People in Motion and will be a great partner for us to continue to make improvements to the show
- Easily accessible via WheelTrans and TTC (with its own dedicated stop)

ATTENDANCE
 Over 2,000 people attended the 2017 show, including members of the community, participants in the career fair and exhibitors

MEDIA
 The 2017 People in Motion Show received over 45 million media impressions in over 70 media outlets (including print, online and radio)

CAREER FAIR
 The City of Toronto, a regular participant in the Career Fair, met with over 150 people at the 2016 People in Motion Show, with 8 candidates sent to recruiters to see if there are any positions they wish to apply for!

BOOST YOUR BRAND
 Boost your company's presence at the 2018 People in Motion Show through our Exhibitor Showcase, Social Media and Contests!
 Email your form to: info@sportshows.ca

CANADA'S LARGEST DISABILITY EXHIBITION



This year the People In Motion Show (PIM) will be held at **Variety Village in Toronto**, 3701 Danforth Avenue, Scarborough, ON M1N 2G2.

If we understand correctly, this show started at Variety Village the better part of 29 years ago.

We will have a courtesy repair area at the event like our presentation at the Abilities Show. Also, we will offer tires, tubes, and demo wheels, chairs, and Batec's, etc., all at preferred pricing.

We are supporters of trade shows for people using products like ours and encourage all to attend including manufacturers,

distributors, dealers, prescribers, friends, family, and of course folks using the products!

VARILITE® at ISS

We enjoyed our time at the International Seating Symposium (ISS) with VARILITE® (Susan, Curtis, Steven, and Lori); a premier meeting for clinicians, researchers, manufacturers, and others who work to improve seating and mobility for people with disabilities. A great opportunity to catch up with folks we work with daily.

Bits and Bytes

- 49 RehaCare & Orthopedic Guangzhou China April 2-4;
- 49 OSOT Seating & Mobility Sarnia, ON April 11;
- 49 NWBT Louisville, KY April 12-15;
- 49 Access Abilities in Oakville, ON April 19;
- 49 CSMC Toronto, ON May 1-2;
- 49 OSOT Seating & Mobility Oshawa, ON May 30;
- 49 People in Motion Show Scarborough, ON June 15-16;
- 49 Rehab Equipment Expo Richmond, BC September 11;
- 49 OSOT Seating & Mobility Thunder Bay, ON Sept 12;
- 49 RehaCare Dusseldorf, Germany September 26-29;
- 49 OSOT Annual Conference Richmond Hill, ON Oct 19-20.

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.