

# Bespoke Plus

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



**WHEELCHAIR  
ACCESSORIES**

## 49 Bespoke Web Site



We are finally live with a new look online and MSRP on several of the products we are working with along with an indication as to what we do as a wholesale product distributor working with the dealer

network and a supplier to organizations promoting sport and active living, and non funded end users.

Our hybrid operation is attempting to be the best we can be to all in the industry, and we hope the message comes across that we are here to provide anything we can to assist in making life better for all. This web project is constantly evolving and although we have a comfort level with it, we will be working tirelessly to ensure it continues to evolve and provide a go to spot for you whether you are a supplier, dealer, prescriber, funder, end user, or anyone else.

## Jay Lite Pro



Jay Lite cushion users rejoice as Sunrise Medical has brought out a new product with some of the old Jay Lite qualities and more.

As a low profile (2" or 50 mm height) weighing in at Varilite numbers (2 lbs. or 907 grams) it not only has adjustable pressure distribution with its patent pending elastomer insert, breathability, superb moisture control, postural support, pelvic and pre-ischial positioning, but has long lasting maintenance free performance. Sizing from 14"x14"-20"x20" at \$925.00.

## Motivation

The Motivation Charitable Trust (a UK-based disability charity) closed its UK office in December 2025 due to "intense economic challenges," including sharp declines in international aid and funding. The charity, which supported people with mobility disabilities, entered liquidation and is transitioning to independent, regional leadership in Africa and India.

We had the pleasure of working with this organization to assist where we could, to have daily use and active living products made available in countries where people had no resources and therefore no opportunity to enjoy the benefits of societal participation and sport and active living.

I am pleased to relay that two offshoot organizations have survived the Bristol economic issues and continue to operate in [Africa](#) and [India](#). Our contact with Motivation remains the same as Clare Childs continues her work with Merits Health Products UK as the manufacturer that continues to provide cost effective product for all projects.

## Because They Can

How many times do you see this type of notice coming from folks in the transportation industry. *"PLEASE NOTE DUE TO THE ONGOING CONFLICT IN THE MIDDLE EAST AND SOARING DIESEL PRICES, THE BELOW FUEL SURCHARGES WILL APPLY AS OF MONDAY MARCH 16 AND WILL BE SUBJECT TO CHANGE AS THE SITUATION DEVELOPES. LTL – 45% - FULL CONTAINER ZONE 1 & 2 - 35% -FULL CONTAINER HIGHWAY - 45% -Effective immediately Cost for skids are \$20.00 per skid. Rates are based on Stackable freight - No appointments - No DG – No reprieve on the 30-minute wait time and the rate is now \$75.00 per hour when local and when out of town it is \$120.00 per hour – Current FSC 30% for LCL/Air deliveries."*

**We are sure the rates will come down when the conflict is over ... right?**

## Paralympic Sport

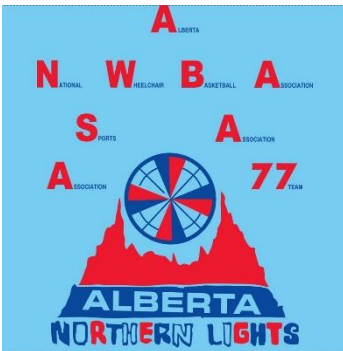


The Milano Cortina 2026 Paralympic Winter Games brought all kinds of excitement to our screens, and we helped “fill the stands”. The nine days of competition saw the Canadian Team pick up 15 medals – three gold, four silver, and eight bronze. These results left them in sixth place

in the standings by total medals and eighth by total gold medals.

The Paralympics are reaching new heights each time out and have earned their spot in our daily news reporting. This has not happened by accident. There are a tremendous number of people working everyday to provide opportunities for all. Following major games these folks are getting together and evaluating their work and everything involved in making these events happen. “The Canadian Olympic Committee (COC) and Canadian Paralympic Committee (CPC) commend the efforts of the Future of Sport in Canada Commission to build a safer and more inclusive sport system.” They have concluded their work on another successful Olympic and Paralympic year and have reintroduced their focus to supporting Canadians from grassroots to high performance. The final take away is not new and addresses the fact that the sport system is chronically underfunded and Canada’s National Sport Organizations need increased core funding.

## National Events



We look forward to contributing to the Alberta Northern Lights Wheelchair Basketball Society’s 50<sup>th</sup> Anniversary in Edmonton along with the 40<sup>th</sup> CWBL Finals.

We will again be supporting the Canadian Wheelchair Rugby Championships in Ottawa in May, continuing the Judy Zelman Award and proud to support the Hal Merrill Award as well. In addition, we are supporting the Wheelchair Basketball Provincial Finals in Sherbrooke, Quebec and thank all our suppliers for their assistance in making these contributions possible.

## Theracare Marketing

The news release reads, “Phil Goodenough, Chris Johns and Brandon Strap are pleased to announce that they have joined forces to acquire Theracare Marketing Network Inc. from Jeff Fishbein.” Jeff, a mere puppy age wise, established Theracare in 1994 and his company has been a stalwart in the industry providing first class representation as a premiere manufacturer rep group in the home medical equipment sector here in Ontario.

Phil Goodenough has worked in the home medical equipment industry for twenty-seven [27] years and has held national sales and marketing roles with several manufacturers, most recently with Joerns Healthcare as Dealer Channel Manager. Phil is not only joining Theracare as a partner but will play an active role as the Central/West Ontario Territory Manager. Jeff Fishbein will remain with Theracare, servicing the Central/East-Northern Ontario region. Together, Phil and Jeff will manage day to day operations for Theracare in Ontario. Chris Johns and Brandon Strap are partners in the MedSupply Sales Group in Western Canada as a rep group and combined have over 40 years of experience in the industry.

Product lines going forward will be well represented. For more information contact Jeff Fishbein (416) 543-5647 [jfishbein@theracaremni.com](mailto:jfishbein@theracaremni.com) or Brandon Strap (604) 655-4128 [brandon@medsupplysales.com](mailto:brandon@medsupplysales.com).

## Bits and Bytes

- 49 Motion Rehab Series start April 6, 2026, Ottawa, ON;
- 49 Prairie Seating & Show April 14-15 Winnipeg, MB;
- 49 Annual Accessibilities April 15, 2026, Oakville, ON;
- 49 ANLWBS 50<sup>th</sup> & 40<sup>th</sup> CWBL April 17-19, Edmonton, AB;
- 49 CSMC/MHMPA April 29-30, 2026, Moncton, NB;
- 49 Abilities May 1-3, 2026, New York, NY;
- 49 Adapt Expo May 9, 2026, Carleton U, Ottawa, ON;
- 49 Abilities June 12-14, 2026, Chicago, IL;
- 49 Abilities July 31-August 2, 2026, Houston, TX;
- 49 IWBF World Champs Sep 9-19, 2026, Ottawa, ON;
- 49 Abilities September 11-13, 2026, Phoenix, AZ;
- 49 CSMC September 15-16, 2026, Toronto, ON;
- 49 Rehacare September 23-26, 2026, Dusseldorf, DE.

**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.**