

# momentum

## > BALDER UK BEGINS REBRAND TO ETAC UK

**etac**<sup>®</sup>  
Creating possibilities

Ian Carter UK Managing Director (left) is congratulated on his promotion by Fredrik Anjou, Etac Executive Director International Sales



Following the acquisition of Balder by the Sweden based Etac Group and the recent retirement of the original UK Directors, Balder UK is beginning the rebrand to Etac UK.

The company name will change to Etac UK in December and organisational restructuring is now in progress. However customers and business associates can rest assured that the current high levels of service and commitment will remain.

Balder UK's ethos, which stipulates a total focus on the individual customer, will continue and provide an ideal synergy with Etac's worldwide mission statement. When the business re-positioning is complete by the end of 2008, Etac UK will be able to start introducing a wider range of independent living products to complement the outstanding Balder adult and junior powerchairs. Balder UK as a company name will be changed, however the Balder branded powerchairs and

their world leading quality reliability and functionality will continue.

In conjunction with the rebrand, Etac UK will now be managed by recently promoted Ian Carter who replaces the retiring Directors Terry and Doreen Wright. Ian has been Balder UK's General Manager for five years and was chosen by the Etac board to direct the UK operation due to his extensive knowledge of the industry, leadership skills and overall strategic business vision.

'I am delighted with the opportunity to drive Etac UK forward. This is an exciting time for us and I will ensure our valued customers are kept informed of all service and product developments as they happen,' commented Ian.



> WELCOME...

> Welcome to the 2008 winter issue of Balder UK's bi-annual newsletter.

Over the coming months you will see many exciting developments at Balder UK as we become Etac UK. Now Terry and Doreen Wright have retired, I have taken over the role of Managing Director and I can assure all existing and potential customers that our high level of service will remain. Our personal, customer focused approach will continue while the investment from Sweden based Etac will allow us to remain at the forefront of powerchair technology.

I hope you enjoy reading this issue and on behalf of all the team here, I wish Terry and Doreen good luck with their retirement and thank them for their pioneering work over the last 15 years.

Ian Carter, Managing Director, Balder UK

**BALDER**  
be moved

## > DIRECTORS RETIRE AS ETAC UK BEGINS

Over many years Terry and Doreen Wright have built a company with an outstanding reputation. As Ian Carter steps up to guide Balder UK's reposition to Etac UK, he will continue the exceptional work the Wrights have delivered to disabled people throughout the UK.

Terry Wright launched his first disability dealership, Wright Mobility, in 1991 following a varied career path within the mobility industry which included work in Germany, Iraq, Russia and Scandinavia. Terry utilised his knowledge of the market and managed his successful business in Reading, Berkshire until 2000. During this time he introduced his wife Doreen to the business which Terry says has always been the inspiration to his success – 'One of the high points has been working with Doreen during the past few years. That has made a huge difference. We have shared ideas and she has been a calming influence where previously I might have jumped too quickly.

“Continual recruitment of caring specialists has been instrumental to Balder UK's success. We would not have been able to deliver such a high level of service without the people who have worked with us”

Terry Wright, ex Managing Director  
Balder UK

Justin Clarke, Balder UK's Finance Manager, is a keen runner and has raised over £2,000 for Action Medical Research. He has recently completed the 'Surrey Badger' and the 'London Run to the Beat' half marathons in aid of The Rainbow Trust Children's Charity and Leukaemia Research respectively.

'Provided I avoid injury, I plan to complete my first full marathon in 2009,' commented Justin. Good luck Justin from all the team!



There is no doubt that working as a team we have achieved far more than working separately.'

Terry was already familiar with the range of Balder powerchairs when its Norway based manufacturer, Hand-Pro, launched its redesigned models in 2000. These new powerchairs captured Terry's imagination and coincided with Terry and Doreen's change in career path. When Terry set up Balder UK the company already had a lengthy list of orders.

From its inception Balder UK has continually grown and currently employs 12 members of staff. After working alongside Terry and Doreen for a number of years as General Manager, Ian Carter has been promoted to Managing Director. His outlook for the company is one of refreshed dynamism and Ian is excited by the growth potential of the business. 'The last twelve months have been pretty dramatic in terms of the number of people we have brought into the business and the increase in turnover. It is our expectation that this rate of growth will continue over the coming years and customers should be able to benefit from an extended product range by early 2009.



Ex-directors Doreen and Terry Wright

As the business moves forward at an even faster pace, Terry and Doreen admit they will miss the fulfilment that comes with seeing people gain greater independence. Doreen explained, 'Although it is time to leave, we do so with regret because we are excited about the company's future and what it could bring to our valued customers. But we have to be realistic and rapid business growth potential is a major challenge. Therefore it is time for us to let the younger generation take the reins.'

Ian is positive about the future and is relishing his new challenge. However he is sure the company and its customers will miss Terry and Doreen, but the Wrights' legacy of care and commitment will continue as Balder UK becomes Etac UK.

“We are aware that, as we grow, we have to maintain the same sort of small business relationship with our customer base. We can reassure customers that our caring approach will not change”

Ian Carter, Managing Director  
Balder UK



## >RIDING HIGH – SUSI ROGERS-HARTLEY AND HER BALDER F280

Susi Rogers-Hartley is currently enjoying show jumping success with the help of her horse Weston, assistant dog Lex and a Balder F280 powerchair.

Susi fell in love with riding at the age of four and after leaving school worked with racehorses and polo ponies. After running a hunting yard, she decided to join the Royal Navy in 1998 which unfortunately resulted in a spinal injury during assault course training. To help come to terms with her disability, Susi became involved with the Back Up Trust and in 2000 she took part in a physical activities course. It was during this time she was encouraged back into the saddle with the support of friends and became the owner of a Balder F280.

‘Riding has given me back my independence and is the reason I get out of bed each day; this could only have been possible with the help of my F280,’ commented Susi. Susi’s F280 elevates her upwards in a seated position so she can saddle up and mount her horse

Weston with relative ease. The F280 is engineered with robust, reliable components and provides excellent traction for Susi as she travels across fields and paddocks.

Susi’s ultimate dream is to compete in the Paralympics if show jumping becomes an official event. Equestrian events were introduced in 1996 and now that the British Paralympic Show Jumping Association has been formed, Susi hopes her chosen discipline will be given an official stage for the first time at the 2012 London Games. ‘I am very confident that show jumping will become a paralympian event, but I have a long road to travel which includes selection for the team, disability grading and obtaining sponsorship. However this is my dream and I enjoy every minute of training,’ concluded Susi.

**If you are interested in supporting Susi, contact her at – [firehorsemei@yahoo.co.uk](mailto:firehorsemei@yahoo.co.uk)**

**For further information on the British Paralympic Show Jumping Association visit – [www.bpsja.co.uk](http://www.bpsja.co.uk)**



**Below:** Susi uses her elevating F280 to help saddle up and mounting her horse Weston



## >PRETTY IN PINK – 3 YEAR OLD SOPHIE ENJOYS LIFE TO THE FULL

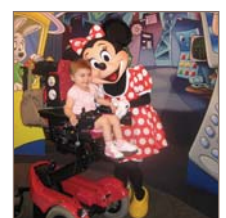


Sophie Anderson has just become the youngest Balder owner in the world thanks to The Joseph Patrick Trust.

After Sophie was diagnosed with Spinal Muscular Atrophy her father Richard embarked on an exhaustive research project to identify which powerchair would meet Sophie’s specific requirements and give her the highest level of independence. ‘After spending many evenings on the internet, talking to manufacturers and browsing through brochures, I was left in no doubt that the Balder F280 Junior (F280J) was the perfect powerchair for my daughter,’ commented Richard.

However, when Sophie’s family spoke to Wheelchair Services they were informed she

was too young for this type of chair, which was extremely disappointing for the Anderson family, because they knew what a difference it could make to



Sophie on a recent trip to Disney World

Sophie’s life. It was at this point that Sophie’s parents contacted The Joseph Patrick Trust and to their delight the Trust agreed to purchase a Balder F280J for Sophie in bright pink!

The Balder F280J has made a huge difference to Sophie’s life highlighted by the Andersons recent trip to Disneyworld. ‘Our holiday to Florida would have been impossible without Sophie’s new F280J. She had the time of her life and we can not thank Balder and The Joseph Patrick Trust enough for all their help,’ concluded Richard.

>CUSTOMERPROFILES

>**KATE WAUGH  
BAGS BUSINESS  
SUCCESS**



Kate with her Balder F280 and a beloved handbag!

Balder F280 powerchair owner Kate Waugh has recently launched a website business selling high quality handbags. Her well designed website – [www.emotionalbaggage.co.uk](http://www.emotionalbaggage.co.uk) is already receiving a high level of orders and promises prolonged business success for Kate.

Throughout her education and career Kate has always been a lover of handbags. Following her Sociology degree and Postgraduate law diplomas, Kate worked for the Disability Rights Commission. ‘Whilst I was at the Commission, I had the great privilege of working with the high profile Balder owner Sir Bert Massie. He was an inspiration to me and his level of commitment is something I will always strive to emulate in the business world,’ explained Kate.

Kate’s Balder ATD converted vehicle and F280 are essential to her business success. She has the ability to travel with relative ease to business meetings and her elevating powerchair allows interaction with associates at eye level. ‘When choosing the right powerchair for me, there was no choice other than a Balder. The fast response service support is outstanding which is important to



The eye-catching website is easy to navigate and is regularly updated in terms of stock levels and delivery information

me as in business time is money!’ concluded Kate.

To browse Kate’s extensive collection of high quality designer handbags, visit [www.emotionalbaggage.co.uk](http://www.emotionalbaggage.co.uk)

>**NEWLIFE AND BALDER IS ONLY  
THE BEGINNING**

The Newlife Foundation for Disabled Children (originally the BDF – Birth Defects Foundation) was formed in 1991 and, with the giving of grants, has helped many parents purchase a Balder powerchair for their children.

Newlife offers practical support for disabled children throughout the UK, cares for carers, funds medical research, creates awareness and campaigns for change. Originally focused on children born with medical conditions, the

BDF changed its name in August 2008 to the Newlife Foundation for Disabled Children and subsequently widened the charity’s scope to help more children.

Its services are delivered with integrity by compassionate professional nurses. Newlife can give equipment grants quickly and is one of the few charities that strive to ensure all of its donations and fundraising reaches the intended recipient without a loss in value due to administration costs.

Newlife is a practical charity and makes a remarkable difference to day to day living for disabled children and their families.

For further information, please visit [www.newlifecharity.co.uk](http://www.newlifecharity.co.uk)



>CHARITYFOCUS

**Balder UK welcomes any stories or feedback for future issues. If you feel you could contribute or would like a friend or associate to receive this newsletter, please contact –**

**Ian Carter** – Managing Director, Balder UK Limited. tel: 01256 767181 email: [ian@balder.co.uk](mailto:ian@balder.co.uk)

**Andrew Gubbins** – PR Manager, tel: 01491 578888 email: [andrew@cas-marketing.com](mailto:andrew@cas-marketing.com)

