

# STEEPER spotlight

Toby's Story:  
Embracing High-  
Definition Custom  
Silicone

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An Exciting  
Evolution has Taken  
Place at Steeper

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Myo Kinisi now with  
Bluetooth!



 **steeper**  
by eqwal.

Issue 1 | Summer 2024

# CEO message

## Paul Steeper

Welcome to the brand new Steeper Spotlight newsletter! Recently, we updated our company branding to align with other brands in the Eqwal Group (you can read more about our brand evolution on the next page), this included dropping the strapline, “Creating life’s turning points, together”, and changing the name of our quarterly newsletter.

This Summer has been jam packed with activity from across the business, including the launch of the Myo Kinisi Bluetooth and we held our first charity maker’s market.

This issue features Toby’s story of embracing reality with a High-Definition Custom Silicone Prosthesis and details of the Eqwal Foundation humanitarian trip to Thailand.

We hope you enjoy this issue, and please do share any feedback to [marketingteam@steepergroup.com](mailto:marketingteam@steepergroup.com).

Best wishes,



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## An Exciting Evolution Has Taken Place At Steeper

For over a century, Steeper has been at the forefront of innovation in the fields of prosthetics, orthotics, and accessible technology. Whilst a lot has changed since our conception in 1921, our ability to push the boundaries of what is possible and improve the quality of life for our patients and clients remains the same.

March 2023 marked a significant milestone for Steeper as the business was acquired by Eqwal Group, a global prosthetics and orthotics patient care services provider. Since then, the group has continued to grow around the world, employing over 3,000 dedicated team members, and building a strong portfolio of world-leading brands such as TASKA and Qwadra. To align the different brands and unify our global presence, all companies under the Eqwal Group will be changing their logos to include a “by Eqwal” strap line.

Our previous strap line, “Creating life’s turning points, together” will be retired. In its place, we will embrace the Eqwal mission of “caring for all.” This subtle yet significant shift aligns with our core value of “care” and strengthens our brand identity within the Eqwal Group.

Customers can expect the same level of excellence and service from Steeper, now strengthened by our connection to Eqwal Group’s global patient care network.

Read more: <https://bit.ly/4dBmFfy>



## Our Exclusive UK Distribution Partnership with PROTEOR

At Steeper, we work closely with an array of carefully selected partners to fundamentally enhance the lives of our patients. With exclusive UK distribution agreements already in place with industry leaders College Park Industries and Lindhe Xtend, we’re thrilled to announce our latest exclusive partnership with France-based manufacturer, PROTEOR.

Steeper Product Director, Ian Rodger commented, “Our collaboration with PROTEOR has flourished over the years, and that’s why we’re excited about the expansion of this partnership. This strengthened alliance allows Steeper to deliver innovative, high-quality products to our customers, ensuring more patients have access to the latest in prosthetic technology. We look forward to the continued success that this partnership promises, driving advancements in the industry and improving patient outcomes.”

As exclusive distributors, Steeper will now be supplying prosthetic clinics and patients in the UK with popular products such as the QUATTRO microprocessor knee and the RUSH foot range. Constructed with glass composite material, the RUSH feet are durable, dynamic, and flexible making them suitable for high-impact (K3-K4) users.

Customers can direct any queries to our friendly Customer Service team who are on hand to help answer your questions and provide further information on the PROTEOR range.



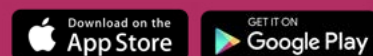


## Myo Kinisi Now with Bluetooth!

The Myo Kinisi Hand now features Bluetooth technology and can be configured to suit patient preferences via the NEW Steeper Myo Kinisi App for iOS and Android.

CPO's can easily adapt the adjustable parameters of each mode to suit patient requirements. This includes the control options and thresholds, with graphs to show real-time input signals which can also be played back.

Download the Steeper Myo Kinisi App from the Apple or Play Store by searching 'Myo Kinisi'. You'll be able to use the demo mode as soon as you're logged in, a Myo Kinisi Bluetooth-enabled hand will be required to access all of the app features.



## 2024 Lower Limb Catalogue

The latest in Lower Limb technology is available in the latest edition of our prosthetic catalogue! Featuring the newest product launches from world-leading manufacturers including College Park, PROTEOR, Streifeneder and many more.

Download your interactive copy on our website.

[www.steepergroup.com](http://www.steepergroup.com)

## Steeper Employees Get Crafting for Charity!

Since partnering with UK Charity Action for Children in September 2022, we've helped raise vital funds through a variety of engaging initiatives such as fun-fuelled raffles and conquering the epic heights of the Yorkshire Three Peaks Challenge. Our latest event showcased the diverse talents of our employees, with colleagues up and down the country donating their handcrafted goods to our first-ever Charity Marker's Market.

Held at Steeper HQ, members of the Innovation Forum set up the market that included intricately drawn animal prints, upcycled woodwork, crocheted soft toys, home decor and an array of sweet treats. Curious customers started rolling up one by one to marvel at the craftsmanship on display, and as the word began to spread, a buzz took over the building! The generosity of all those involved quickly became apparent and we are pleased to announce that the event raised over £500 in charitable donations.

All proceeds collected from the Steeper Charity Craft Market will go towards supporting the vital services provided by Action for Children and we would like to express our gratitude to everyone who donated so generously on the day. We'd also like to say a massive thank you to our makers!



## Eco-Friendly Advances Earn Steeper a Spot at the BHTA Awards 2024 Alongside Rising Star Orthotist

Guided by a commitment to caring for all, innovation and sustainability are driving factors at the heart of everything we do at Steeper. Recent projects have helped us to excel in these areas and we're pleased to announce we have been shortlisted for the Innovation in Sustainability award at the 2024 British Healthcare Trades Industry Awards alongside Reliance Medical and BES Healthcare - Assistive Technology. The Innovation in Sustainability Award recognises organisations at the forefront of genuine innovation in the pursuit of environmental goals, making significant strides towards creating a more sustainable future.

Also shortlisted for her incredible contributions to improving patient care by increasing product knowledge across our network of Orthotists, is Steeper Senior Orthotist, Laura Wilson, within the category of 'Rising Star Award'. Our team will attend the awards ceremony in November, in hopes of winning these prestigious industry awards. As a leading healthcare manufacturer, our membership with the BHTA means our practices are not only ethical and reputable for the benefit of our patients, it also helps us to keep our team members informed of the latest industry policy insights and regulatory advice.



### How Steeper Are Innovating to Improve Sustainability

Over recent years, Steeper have made leaps and bounds in our efforts to reduce energy consumption and waste in the manufacturing process of made-to-measure insoles. The traditional method of manufacturing insoles using ethyl-vinyl acetate (EVA), can result in up to 80% of the material being wasted. When produced at a rate of more than 40,000 pairs annually, the impact on the environment is immense.

In early 2023, Steeper invested in Arkad 3D printing technology from our partner, Qwadra, who are within our parent company, Eqwal Group. 3D printing is now our primary manufacturing method for made-to-measure insoles and has already resulted in savings of over 689kgs of CO<sub>2</sub>, 10 tonnes of EVA waste and 3,674 kWh of power - a saving that will be instrumental in helping the NHS achieve its net zero goal by 2040.

Phase two of the project includes utilising digital methods to capture the individual characteristics of a patient's foot, eliminating the need for single-use impression boxes and reducing transport emissions.



### Supporting Orthotic Graduates to Become Rising Stars

As an Investors In People accredited organisation, we understand our people are our greatest asset. Laura Wilson is an exceptional example of an individual who has made the most of every opportunity and challenge presented to her since she began with Steeper as a Graduate Orthotist in 2017. Her shortlist nomination for the BHTA Rising Star award recognises the dedication Laura applies, not only to providing the highest quality of care to her patients, but also to supporting her colleagues as Product Evaluation Group (PEG) leader.

Laura has assembled a dedicated PEG team tasked with managing the creation of educational content pertaining to the use of orthotic products including digital guides, instructional videos and patient information to help improve product knowledge and awareness throughout the company, ultimately leading to increased patient satisfaction and greater clinical outcomes.

A reflection of our company values; Care, Integrity, and Patient Focus, Laura is a rising star at Steeper and we wish her the best of luck in winning this reputable award!



## TASKA™ Prosthetics Join Eqwal

Eqwal has recently completed the acquisition of TASKA Prosthetics, a New Zealand-based company founded in 2013 by Matt Jury. Renowned for its waterproof, multi-articulating myoelectric hands, TASKA is a global leader in this field. With a team of 67 people, the company boasts a strong research and development capacity and an experienced management team.

The integration of TASKA into the Eqwal network strengthens the group's technological product range, thereby consolidating its position in the global upper limb prosthetics market. TASKA perfectly aligns with Eqwal's mission to provide innovative products that offer significant benefits to patients through high-tech devices.

Jean-Pierre Mahé, CEO of Eqwal, commented: "We are delighted to welcome TASKA to Eqwal. Their revolutionary product range and dedicated team will enable orthotists and prosthetists worldwide to help a greater number of patients. The integration of TASKA supports our ambition to offset disability around the world and build a more inclusive society."

Ben Travers, CEO of TASKA, added: "By joining Eqwal, we strengthen our global footprint and increase our capacity to deploy TASKA's innovations. We believe this decision best serves the interests of our company and fulfills our vision to redefine prosthetics and transform lives globally."



**TASKA™**  
by eqwal.

## An Introduction to the Eqwal Foundation

The Eqwal Foundation was founded in 2022 to promote the independence, autonomy and fulfilment of disabled people around the world.

In developing countries or in times of war, people with disabilities face huge difficulties due to the fact that the insurance systems do not work, social security is non-existent and the authorities do not grant essential resources. The Eqwal Foundation is committed, alongside associations and NGOs, to support these vulnerable populations.

In other instances, the foundation aims to increase access to sport, music and all forms of leisure while also considering the impact on the environment. For our children to have a chance at life on a living planet, it is important to make a daily commitment to reduce our negative impact. In order to participate in this collective effort, the Eqwal Foundation supports associative projects

in favour of the environment.

Recent projects include the creation and fitting out of inclusive apartments across France, a humanitarian mission to Thailand training local prosthetic clinicians, and supporting the Association for the Protection of Disabled Children to run events such as wheelchair football.



## Prosthetists Head to Thailand for Eqwal Foundation Mission

The Eqwal Foundation embarked on its third humanitarian mission to Mae Hong Son, Thailand, with a dedicated team of three Prosthetists — Lynzy Holding, Danny Van Der Merwe from Steeper, and Caroline Willaume from Lagarrigue, France, and workshop manager Paul Laverick from Steeper.

The heart of the mission was the practical training sessions. Fifteen patients, all with lower-limb amputations, were chosen to receive custom-made prostheses. Under the guidance of the experienced prosthetists, the trainees applied their newly acquired knowledge to real-life cases. The result was profound: twelve patients were fitted with prostheses and regained their mobility by the end of the mission.

The mission was not without its challenges. The team worked 10-hour days in 40-degree heat and faced a gruelling six-hour minibus journey on a winding road due to the local airport being closed. Their "workshop" was a gazebo with tarpaulin on the floor, and they had to rely on the monastery for electricity. Yet, the resilience and determination of the team and the local community prevailed.

The Eqwal Foundation's mission to Mae Hong Son was more than a humanitarian effort; it was a

beacon of hope, demonstrating that with the right support and training, communities can achieve selfsufficiency and improve the quality of life for their members.



It is with great thanks to the NHS Trusts of Hull and Liverpool, alongside the London Prosthetic Centre who allowed the team to participate in this mission helping patients and trainees to ensure a better future for the people of Burma.





# Case Study

## Toby Green



Meet Toby Green, a professional footballer and user of High Definition Custom Silicone.

Over the past 10 years, LPC and Steeper have worked together to provide Toby with a device that not only reduces stress and self-consciousness but also gives him the confidence and support to fully focus on advancing in his football career.



Toby Green was born without his lower left arm and has always demonstrated a remarkable determination to pursue his passion for football. From an early age, Toby wore a cosmetic prosthesis, but as he grew older, he became increasingly self-conscious about its appearance. This was particularly evident around 2014, a pivotal year when Toby wanted a prosthesis that looked as realistic as possible.

### The Search for Realism

Recognising his son's needs, Toby's dad, Jason, began searching for advanced prosthetic solutions that could offer a hyper-realistic appearance. This journey led them to the London Prosthetic Centre (LPC), a renowned clinic run by Steeper Group, specialising in high-end cosmetic silicone covers.

At LPC, they met experienced prosthetist Abdo, who introduced father and son to the extensive range of hyper-realistic silicone prosthetics available. Jason said, 'It was a real eye-opener, and we couldn't believe the services they offered, really.'

The introduction to LPC's High-Definition Silicone covers was a revelation for Toby and Jason. The attention to detail and lifelike appearance of these prostheses were precisely what Toby had envisioned. 'We didn't think there was anything out there like the high-definition silicone that the London Prosthetic Centre and Steeper supply,' Toby says. The realistic look of the silicone covers significantly boosted Toby's confidence, allowing him to wear his prosthesis with pride.

### A Footballer's Journey

During one of Toby's sessions at LPC, the team noticed his dedication to football and his steady progress towards becoming a professional player. Recognising the importance of focusing on his sport without the distraction of prosthetic concerns, LPC introduced Toby to the Tom Church Foundation. The charity is dedicated to supporting young individuals returning to sports and was a perfect match for Toby's aspirations and needs. Their incredible support allowed Toby to concentrate fully on his football career, reducing the stress and self-consciousness associated with his prosthesis.

With the aid of this realistic prosthesis, Toby's performance on the field flourished. The High-Definition Silicone covers not only provided the desired aesthetic but also enhanced his comfort and functionality, allowing him to compete at higher levels without distraction.

### Conclusion

Toby Green's journey is a testament to the profound impact of advanced prosthetic solutions on a user's life. The collaboration between Toby, his dad Jason, the London Prosthetic Centre, Steeper and the Tom Church Foundation highlights the importance of community and support in overcoming personal challenges. Today, Toby continues to rise in the professional football ranks, embodying resilience, and determination, with the confidence that comes from having a prosthesis that truly meets his needs.

To read the full story, visit [www.steepergroup.com](http://www.steepergroup.com)