

Z-CoiL Footwear Launches a Franchise as Unique as Its Shoes

Z-CoiL Footwear, the world's leading manufacturer of Pain Relief Footwear™, has created a franchise business model for its growing distribution network that is as unusual as its coil-spring shoes. In seeking to honor the entrepreneurial spirit that launched this pioneering company, Z-CoiL has placed very few controls on its franchisees. This unique business model allows owners of Z-CoiL® Pain Relief Footwear™ stores considerable flexibility in the way they conduct their businesses.



Z-CoiL Footwear's Uniform Franchise Offering Circular (UFOC) has now been approved in all states that require franchise registration except Illinois and Virginia, although approval in these states is expected to happen this summer. A large percentage of the existing Z-CoiL® distribution network, spanning forty states, has chosen to convert from independent dealerships to franchises, and a steady stream of new prospects are in the pipeline.

"Our goal is for every person in pain to have easy access to a Z-CoiL® store," says Gallegos. Because of the specialized nature of these shoes, Z-CoiL® footwear can only be custom-fitted by authorized Z-CoiL® distributors who are trained to make a variety of adjustments to the footwear to maximize the pain relief benefits for customers. For this reason, the shoes are not sold over the Internet, nor can they be ordered over the phone. Getting a personalized, custom fit is an important part of the unique Z-CoiL® customer experience.

For more information on Z-CoiL® footwear, the company, and its unique Retailer Opportunity, please visit the Z-CoiL website at www.zcoil.com.

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