

Store offers pain-relief footwear

By KRISTIN CHURCHILL

Pain relief is the goal of the new footwear store, Z-CoiL, in Zeeland.

Holland resident April Goddard recently opened the store to offer footwear specifically engineered for foot, leg, and back pain relief. The store is located at 26 N. State St., Suite 400, next to Movie Gallery, between Washington Street and Main Avenue.

Goddard said her goal is to introduce area residents to the unique footwear, ranging from athletic shoes to boots to sandals, that alleviated her pain from a broken back she suffered in a car accident in 2005. After having back surgery, she still experienced pain and had to wear a back brace until, while on vacation in Baldwin, a stranger introduced her to the Z-CoiL shoe.

Goddard decided to travel to Traverse City – the closest Z-CoiL store – and try the shoe. “I put on the shoes and was able to walk without excruciating pain for the first time in a year and a half,” she said.

So, Goddard decided to retire from her job as a nursing supervisor and open a shoe store. “I wanted to help people like I’ve been helped,” she said. “I’m that passionate about what it’s done for me.”

She added she also hopes her Zeeland store will cut



ADVANCE photo by BRIAN FORDE

Owner April Goddard helps customers at her new store Z-CoiL in Zeeland.

down the travel time for area residents who wear or want to try the Z-CoiL shoes. Before Goddard’s store, she said the shoes were only available in Detroit as well as Traverse City. She said her store draws customers from Holland to Grand Rapids and even as far away as Ohio and Indiana.

Goddard said the shoes provide more shock reduction and better pressure distribution compared to conventional shoes because of its cone-shaped coil, which compresses during the heel-strike to greatly reduce the impact shock.

She added the shoes are great for walking on any surface. “The more the compression, the more stable you actually can become,” she said, adding her store has a test track with uneven surfaces customers can try.

Z-CoiL shoes currently come in 16 different styles with more styles debuting this month. The shoes also can be painted with 64 different color options that have a special finish that won’t crack or chip and is waterproof. Fifteen suede dyes also are available.

Shoe sizes range from women’s size 5 to men’s size 15 in the sandal. The shoe’s coils also can be enclosed with a solid white or black heel.

Goddard manages Z-CoiL with her husband, Scott. Her daughters, Mallorie, Lynsae, and Bailey, also work at the store.

Z-CoiL is open from 10 a.m. to 7 p.m. Monday and Friday, 10 a.m. to 6 p.m. Tuesday, Wednesday, and Thursday, and 10 a.m. to 3 p.m. Saturday. For more information, call 772-2234.