

Z-Coollest Shoe Company

By Richard Hoberg

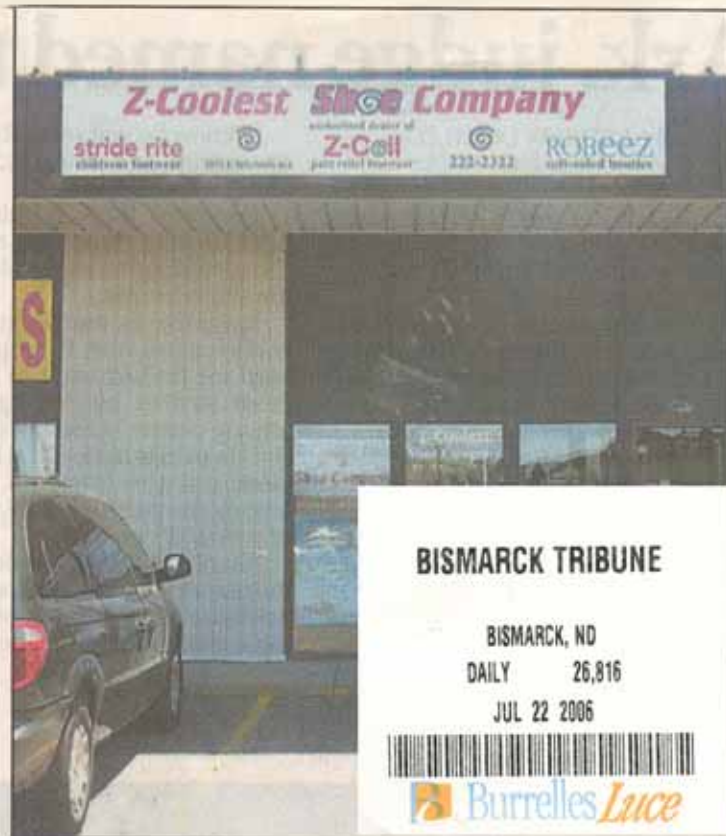
Clearwater Communications

The long days of summer are keeping us on our feet at home, at work, or on vacation. But, many of us are too busy to notice the wear and tear that can happen to our feet without the right footwear. If you have been having foot, leg or back pain, or if you need comfortable shoes, Z-Coollest Shoe Company in Bismarck can help with its wide range of Z-Coil® footwear.

Z-Coollest has been open for over three and a half years as North Dakota's only authorized dealer of Z-Coil® footwear. Z-Coil® is revolutionary footwear famous for its unique design, featuring a conical steel coil attached to the



sole. Z-Coollest owner and operator Amy Anderson is a leading proponent of Z-Coil® technology in the region as has worn the footwear ever since she learned about them about four years ago.



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Burrelles Luce

The coil is the primary feature of Z-Coil® footwear, its conical design greatly reduces the rate of impact endured by the foot when the heel contacts a surface. The coil alone is not the only part of Z-Coil® footwear that prevents pain from impact, however. Though it absorbs much of the impact of each step, it does not absorb all of it.

Another feature of the footwear is its patented Z-Orthotic™ support system. The Z-Orthotic™ serves to cradle the foot with rigid support and distribute the remaining impact of each step across the foot. This creates a combination of pressure distribution and proper arch support that helps prevent conditions such as heels spurs, Plantar fasciitis (mid foot pain), Achilles tendon soreness, and metatarsal fracture.

While Z-Coil® footwear helps prevent these specific foot problems, it has been seen by its wearers to provide comfort from knee and back pain as well. "Generally anyone who is on their feet a lot can benefit from Z-Coil® shoes," says Amy.

"They have benefited walkers, joggers, servers, nurses, bartenders, cashiers, hairdressers, and many more. I've really seen this footwear change peoples lives."

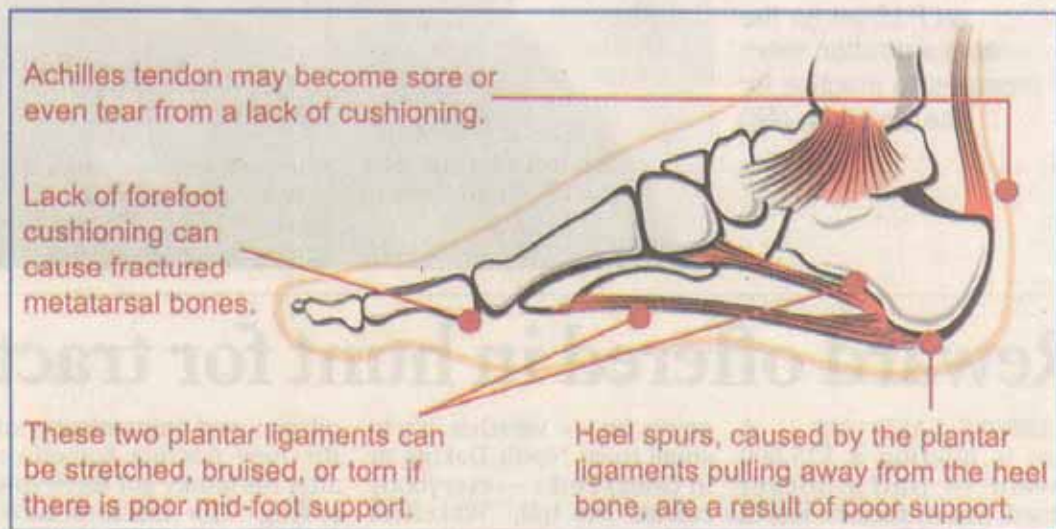
"I first learned about the Z-Coil® footwear while I was on vacation in New Mexico," says Anderson. "It seemed to me that this was something people could really use. I brought the shoes to Bismarck because many people have foot, leg, and back problems. The Z-Coil® footwear can help all of those problems and it's so comfortable to wear."

The Z-Coil® was created more than 10 years ago by Alvaro Gallegos, an avid jogger, who began to experience foot and back pain from frequent exercise. Gallegos and his son, Andres, now manage the company and distribute shoes to its many retailers around the country, including Z-Coolest shoes in Bismarck.

The Benefits of Z-Coil®

The main purpose of Z-Coil® footwear is to give pain relief through impact reduction. According to its research, Z-Coil® has found that more than 85 percent of people will experience foot problems and nearly 80 percent of people will experience back problems at some point in their lives. A major cause of these high numbers, though it often goes unrealized, is the impact endured by the feet and legs. Z-Coil® footwear specifically targets areas of high impact during activities like walking, jogging, or running, and significantly reduces it.

Z-Coolest Shoe Company has already helped many customers find pain relief through Z-Coil® footwear technology. Anderson is an expert in the technology and the large variety of styles that she makes available. She also handles sales, customization, and repair of the footwear



personally. "It's been nice doing business up North" says Anderson, who previously operated Z-Coolest at a booth in Kirkwood Mall. "I don't have to be open mall hours, and I have some good loyal customers."

Z-Coolest Shoe Company is located at 1035 East Interstate Avenue in Bismarck across from the Comfort Inn. Store hours are 10 a.m. to 6 p.m. Monday through Friday and 10 a.m. to 5 p.m. on Saturday. For more information about Z-Coil® footwear, stop by Z-Coolest Shoes or call the store at 222-2322 or visit the website at www.zcoil.com.