



Bill and Ann Orr

## Business Spotlight | Z-CoiL

# Relieving foot pain is personal to Orrs

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Pain. By definition, pain is defined as "a distressing sensation in a particular part of the body." Step into Z-CoiL Footwear of Bossier City. Located at 532 Benton Rd. (Pope's Plaza), the local Z-CoiL store is owned and operated by Ann and Bill Orr. The Orr's opened this location in Bossier City in March of 2007. The Orr's original Z-CoiL Footwear location is in Tyler, Texas.

The Orr's operate their business as a functional and very efficient "tag team" husband and wife partnership – each individually biding their time between both locations. Basically, when one is here, the other

one is there.

In the words of Ann Orr, "it is my personal mission and goal to help people relieve their pain and in turn, helping people resume a normal life free from pain. As a result of this personal dedication and sacrifice, we don't get to spend much time together (except on weekends), but I am dedicated to helping people and this store is here for a divine reason that has been placed upon my heart. Since our opening, we have been able to help hundreds of people and there are many more people in need of our footwear and the difference it can make in their lives."

Ann Orr has personal commitment, dedication and testimony as to what Z-CoiL did for her and in turn, she knows it can help others.

Several years ago, Orr was involved in a head on vehicle crash at the speed of 70mph.

She spent one year in the hospital and three months in a body cast. Her right ankle fused on its own and is basically "bone on bone."

As a result, she was in excruciating and debilitating pain (to the point of tears) and had a profuse limp and problems walking. One day, Orr's husband Bill encountered a nurse in a Tyler hospital and asked her about the "funny looking" shoes she was wearing with a coil on the heel.

As Orr says, "my husband came home saying I know this shoe will work for you." They purchased a pair

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of the shoes (in tennis shoe style) and the rest is history. "My pain was gone in three days. Though I had to wear the shoes all of the time when I was on my feet and still do to this day, my pain was gone."

As a result, this eventually led to the opening of the Orr's first Z-Coil store in Tyler, Texas in 2003. Since their opening, the Orr's stores have been ranked anywhere from eleventh to third in terms of sales performance among the 150/160 Z-Coil stores in the United States.

Z-Coil was founded some 12 years ago by Al Gallegos, a former marathon runner, who developed problems with his knees from running.

In company literature, Gallegos states that he searched for shoes that would allow him to stay active, but he was not able to find a shoe product on the marketplace that offered the proper support and cushioning that he needed. So, he designed and built his own footwear

Though no specific or guaranteed medical claims can be made with regard to Z-Coil products or any particular product or equipment of this nature, Orr's personal testimony as to what this product has done for her and the hundreds of people that she has been able to help, as well as being able to personally witness what this product has done in the lives of other people has been a real joy and inspiration to her.

Specific lab tests, results, etc. from the Z-Coil company can be found at: [www.zcoil.com](http://www.zcoil.com). As stated in company brochures and "in-store" promotional material,

Z-Coil Footwear was designed and engineered to relieve foot, leg and back pain by reducing impact to the body encountered as a result of the all of the stress feet endure due to the various daily activities in the lives of human beings. Impact is the primary cause of foot, leg and back pain. In short, less impact = less pain. Furthermore, skeletal impact has an overall impact on a person's overall health and the many pains that can occur in your feet, legs and back. Thus, these aches and pains can be directly attributed to the shoes on your feet.

With Z-Coil footwear, the arch bones and ligaments of the feet are always supported.

In shoes with lack of support, ligaments of the foot may become inflamed or torn and the bones in the foot are at risk of fracture.

Multiple point-of-sale material and posters on the walls of the Z-Coil store are testimonies from Z-Coil customers and mention such things as: "If your feet hurt at the end of the day, you need this product. I feel less impact and have less pain and feel normal again." Also, "I was looking for a desk job before I found these shoes. Now, I enjoy working and being on my feet again."

Both Ann and Bill Orr have seen the many situations depicted above over and over again through their years of being involved and selling this product.

Being able to help people in this situation, as well as people in many similar and varied situations by marketing a product that has worked so many great things in her own life, is the underlying motivation for Ann Orr to both own and operate her store with such a personal interest each and every day.