



PROVIDED PHOTO

Z-Coil inventor Al Gallegos (left) congratulates Piqua business owners Tina and Ron Miller. On the right is Andreas Gallegos, Z-Coil chief executive officer.

## Z-Coil recognized nationally

PIQUA — Downtown Piqua business owners Ron and Tina Miller have something to be very proud of.

At the recently held annual conference of Z-Coil Pain Relief Footwear held in Albuquerque, N.M., the Millers found out that their downtown Piqua location was the fifth ranked single store distributor of the popular footwear in the entire country in 2007.

Z-Coil shoes are a high-end uniquely engineered shoe that is designed to alleviate foot, leg and back pain. All the shoes in the store feature a steel coil heel and come in a variety of styles. There are currently just over 140 Z-Coil franchises in the United States.

Ron Miller credits his outstanding employees, superior product and downtown location for his success.

"We have really wonderful people working for us," said Miller. "I really appreciate all the assistance we got from Mainstreet Piqua, commercial loan officer Bill Smith at Unity National Bank and Evelyn Schafer at the Business Enterprise Center at the Upper Valley JVS. Through their guidance we got on the right road and for that Tina and I are truly thankful."

While attending the nation-

al Z-Coil conference Ron and Tina Miller had a chance to mingle with other franchise owners and attend educational seminars about marketing, sales promotions, and new products that will soon be available through Z-coil. Certainly one of the highlights of their time in Albuquerque was an opportunity to meet the inventor of the Z-coil shoes Al Gallegos. Some time in late July or August the company's founder will be visiting the Piqua store.

"We are very excited to have the opportunity to host Mr. Gallegos in mid-summer, his enthusiasm for the product, and overall energy is overwhelming," said Ron Miller. "He is like a human dynamo."

The local franchise owners also heard about the corporation's plans for a national advertising campaign and other new marketing initiatives.

Locally, Ron and Tina Miller have made some improvements to their downtown Piqua location including the addition of a rough terrain walking track. The track gives people who are trying on the shoes the chance to walk on various different surfaces including gravel, wood, larger stone and uneven surfaces. Miller says franchise owners

were encouraged to invest in the rough terrain walking track and he says it was a wise investment.

"We often get people who are concerned about how the coil will react to un-even surfaces and the track gives them the opportunity to experience the flexibility offered by the coil heel and relieves their mind of those fears," said Miller.

"The bottom line is that the Z-Coil shoes are still rather rare and the unusual coil heel definitely gets attention," said Miller.

Another new addition to the store is the addition of a new line of shoes called "Fit Flops". The high-end flip flop was very recently featured on Oprah Winfrey's

"My Favorite Things" show and tout themselves as being "The flip flop with the Gym built in." Z-Coil Pain Relief Footwear is the only location in Piqua where Fit Flops can be found.

Downtown Piqua's Z-Coil store is attracting customers not only from the surrounding communities and counties but regularly gets visitors from communities in Indiana, the areas around Lima, Bellefontaine, and the Dayton area. Z-Coil is located at 430 N. Main St.

For more information, call 778-8700.