

The Z-Coil difference

Unique-looking shoe offers support and relief from pain

SHELBY – There's a new shoe in town that is turning heads. It's "Z-Coil Pain Relief Footwear," and although it's been around for more than 10 years, the unique-looking shoe has just become available at Shope's Shoes, 602 S. Lafayette St., Shelby, and 1639 U.S. Hwy. 74A Bypass, Spindale.

Brack Ward, Shope's general manager, first looked into acquiring the product line for his store about two years ago.

But then, Z-Coil was sold exclusively in freestanding stores with the same name. Recently, the company expanded to allow specialty shoe stores like Shope's to become authorized vendors. One of the requirements is the store must have a staff that will take the time to properly fit the customer. They strongly encourage having a board-certified pedorthist on staff for more difficult cases.

Ward completed his pedorthist certification recently, because he wanted to be able to help his customers find relief for foot pain that leads to health problems. Adding Z-Coil to his product line gives him another way to accomplish those goals.

"I really enjoy helping our customers and seeing the difference we can make in a short period of time," he said. "With Z-Coil, we are excited about the ability to help even more people."

Ward was required to attend Z-Coil's training program in Albuquerque, N.M., before he could sell the shoes. The training is required, because Z-Coil



footwear is adjusted to provide an individualized fit for each customer.

"You can't just walk in and pay for them without the fitting assistance from our associates," Ward said. "There's many different adjustments we can make to the shoe to control the movement of the foot and to maximize the benefits to the customer."

How can Z-Coil help you?

Shock reduction, support

Z-Coil footwear provides more shock reduction and better pressure distribution compared to conventional shoes. This is accomplished in two ways:

- The signature coil under the heel of Z-Coil footwear helps to protect your body from the damaging effects of impact.

- A rigid orthotic foundation distributes the remaining impact across the foot.

Relief from pain

Z-Coil wearers have reported relief from the pain of many medically-diagnosed conditions, including:

- Arthritis and other common joint pains
- Lower back pain and sciatica
- Heel spurs, plantar fasciitis and metatarsal pain

A satisfied customer

Lona Freeman stands on her feet all day as she greets and helps customers at Arnold's Jewelry. She discovered Z-Coils about five years ago when a nurse wearing them came into the store. She asked her about the odd-looking shoes and found out where to buy them.

"I have plantar fasciitis and these help with my legs, back and feet," she said. "I couldn't stand on my feet all day if I didn't have them."

Because Ms. Freeman talked about the difference her shoes made in her health, two other employees at Arnold's have also started wearing Z-Coils.

"They are comparable to high-price tennis shoes and last a long time," she said. "I wear them every day to work."

Z-Coil history

Z-Coil Pain Relief Footwear was developed by Al Gallegos. He was a runner and suffered from plantar fasciitis, heel spurs and back pain. After searching for shoes that would give him comfort, he started experimenting with the steel coil in the heel.

"The steel coil in the heel combined with nearly an inch of cushioning under the forefoot reduces the rate of impact by up to 50 percent," said Gallegos. "This impact reduction, together with support from a built-in orthotic, makes Z-Coil footwear truly beneficial to the human body."

Web site: www.zcoil.com