

STERLING

SPRING 2006 VOL. 7, NO. 1

SOUTHEAST

Z-Coil Shoes CELEBRATE 10TH ANNIVERSARY

Z-Coil Pain Relief Footwear celebrated its 10th Anniversary recently. To celebrate, Z-Coil produced a 10th Anniversary Signature Shoe and retailers across the country held open houses and health-related workshops to celebrate and raise public awareness at the same time. Feet & Footz, and authorized retailer in Red Bank, Tennessee, held three Health Awareness Day events for visitors to learn about various health topics from local health practitioners.

Although Z-Coils are a hot product in the West, where they originated in New Mexico, they are just beginning to catch on here in the East, says Ed Roberts, a Z-Coil dealer and co-owner of Feet & Footz. Z-Coils are recognizable by their characteristic steel spring heel. Al Gallegos, long-time runner, developed the concept after he began developing the typical ailments related with running—heel spurs, knee problems, and back pain. Gallegos owned a shoe store at the time, but none of the shoes avail-

able to him helped relieve his pain. Realizing his pain was caused by the impact of hitting the ground while he was running, Gallegos believed that putting a “shock absorber” in the heel of a shoe would help reduce the impact and alleviate the pain he was experiencing.

Gallegos developed the “conical-coil steel spring” which is a Z-Coil trademark to this day, and decided to mass-produce the new type of shoe to help others who were suffering from similar ailments. The Z-Coil steel spring is said to absorb 50 percent more than conventional shoes, according to studies conducted by Los Alamos and Sandia National Laboratories. After 20 years of refining his design, and hundreds of prototypes, Gallegos’ Z-Coil now offers 10 different styles of shoes ranging from sneakers, hiking boots, and work-boots to clogs, sandals, and even Mary Janes.

Some people are hesitant about trying Z-Coils because of their unconventional looks, Roberts says, but when they discover the Z-Coils

relieve their leg or back pain, they aren’t concerned about the looks. Other people, like Roberts himself, think Z-Coils are a gimmick when they first see them. “I didn’t want any to begin with, but after I tried them I decided they were going to be all right,” he says. “I taught for 22 years and retired in May 2003. I did a lot of standing over the years and my legs killed me, standing on concrete all day long. I wish I’d had Z-Coils back then.”

Tinka Green, co-owner of Sweet Feet, a Z-Coil retailer in Atlanta, Georgia, says she encourages people to think of Z-Coil footwear as an investment in their health. “People with foot, knee, and back problems are so frequently helped in a dramatic way. Once anyone tries them and they can’t make up their mind, putting back on the shoes they came in wearing will sell them,” Green says. ■

For more information visit www.zcoil.com.

