



Greg Birdwell is co-owner of the Z-Coil shoe store located at 2080 S. Alex Road in West Carrollton.

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News Release

NEW Z-COIL PAIN-RELIEF SHOE STORE OPENS IN WEST CARROLLTON

WEST CARROLLTON, Ohio – Jerry Birdwell was so impressed with the way that Z-Coil shoes helped to ease his back pain that he started a family business selling the shoes.

The Birdwell family recently opened a Z-Coil shoe store at 2080 S. Alex Road in West Carrollton. For the past four years, the family operated the store in a location near the Dayton Mall.

They sought a new location with visibility from a busy street like Alex Road. “Being next to a place like Buffalo Wild Wings is ideal for us,” said Greg Birdwell, a co-owner with his parents Jerry and Vicki.

“A few years ago my dad was at the point that he couldn’t even get out of bed,” Greg said. “Some relatives in Texas suggested that he try Z-Coil shoes and when he did, it was amazing.”

Z-Coil specializes in pain-relief footwear that have shock-absorbing springs built into the heel of each shoe. “They take about half of the impact out of each step that you take,” Greg Birdwell said. He said the shoes can help with a wide range of aches and pains.

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“We had been looking at starting a family business for while,” Greg said. “When we found these shoes, we were really impressed and decided this was it.”

The West Carrollton store is open from 11 a.m. to 6 p.m. on weekdays, 11 a.m. to 5 p.m. on Saturdays, and closed on Sundays. The Birdwell’s employ one other part-time employee, son-in-law Andrew Howe.

The first Z-Coil store opened in 1995 in Albuquerque, N.M. The company founders are Alvaro Gallegos and his son Andrés. There are now 145 Z-Coil stores located across the country including two other Ohio stores in West Chester and Piqua.

For more information about the West Carrollton location, call (937) 865-9311

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For media interviews call Jerry or Greg Birdwell at (937) 865-9311 or e-mail greg_birdwell@yahoo.com.