

Put Your Best Foot Forward with the SteriShoe 2.0

REDWOOD CITY, CALIFORNIA, UNITED STATES, October 20, 2014 /EINPresswire.com/ -- Did you know that feet can produce as much as half a pint of sweat in a day? It's no secret that feet don't always smell great, and if you multiply the potential for stinky-smelling feet times the number of shoes in the world, you realize that the bad odors have the advantage. Do the math: two feet per one human being, multiplied by the global population. If you think about it, the fungus-filled domain of the shoe is a stinkfest, home to the malodorous smell that results when sweat and germs get a little too cozy in a dark place like the inside of your footwear. When inventor Adam Ullman's dad's feet fell [victim to a foot infection](#), he went to the podiatrist, who informed him that his footwear was harboring the fungus that was causing the problem.

For some people, the next destination might have been the pharmacy or the shoe store. But the Ullmans have inventiveness in their DNA—Adam's

maternal grandfather had 17 patents—so Adam's dad, who has seven patents, went home and invented a technique to clean and deodorize shoes by using germicidal UV light technology. Problem solved. Over the years, Adam learned from his father how to run a business, including product design, engineering, manufacturing, production, logistics, fulfillment, and customer support. Following in his father's footsteps—Adam has 10 patents—he decided to build a business around his father's earlier invention, and the first-generation Steri-Shoe sanitizer came to life.

Now that he's discovered the perfect design and engineering for the SteriShoe 2.0 sanitizer and deodorizer, he's looking for crowdfunding help to turn their invention into mass production. The [Kickstarter crowdfunding campaign](#) runs until October 30 and is already more than halfway to meeting its \$60,000 goal.

Ultraviolet C light has been used by hospitals and water treatment plants for decades to kill germs. The SteriShoe 2.0 uses a 5W UVC lamp to expose the shoe's entire exterior and kill up to 99.99% of the microorganisms in shoes. Knowing how a fungus loves those dark, damp environments, the



SteriShoe 2.0 added a fan to the product design; the fan dries the inside of the shoes for 15 minutes after the UVC lamp is turned off. Safety features are built into the product: the bottom of the SteriShoe 2.0 has a compression switch which will turn off the light if it's pulled from a shoe while the light is still on, and a light sensor to make sure the sanitizer is inside the shoe before the UVC light turns on.

Adam has built a good working relationship with the designers of Detroit-based Middlecott Design, who recommended a clean, simple solution with minimal buttons so the product fits comfortably in the user's hand, and the engineering team at Mdesign, based in Singapore. Their manufacturing support team has helped them find a new manufacturer outside of China. Some of their business expertise comes as a result of overcoming previous hurdles, the way they did in 2010 when they experienced a supply chain issue. To overcome the problem, they added resources to oversee production, made changes in their electronics and manufacturing, provided customer support to end users, weathered a devastating storm that could have put them out of businesses, and when necessary, replaced product at their own expense. They know the ropes, and they know [how to manage risks](#).

They're a small company with a small group of employees, and they've already invested a lot on the design, engineering and the early tooling; now they need help to complete the tooling and ramp up production. Their enterprise is poised for success with a professionally endorsed first product, a new product design that has incorporated vital information from consumer sources, and partners in place and ready to go. With the support of the Kickstarter community, not only can the their manufacturing hit the ground running, but the SteriShoe 2.0 can do its bit to make the world a better place—starting with the feet.

About SteriShoe 2.0

Third generation inventor/entrepreneur Adam Ullman has patents in his family tree: his grandfather had 17, his father has seven and counting, and Adam just earned number ten. That family history of inventiveness shows up in the SteriShoe 2.0 (www.sterishoe.com), the 21st century way to clean and deodorize shoes by using germicidal ultraviolet light technology. Thanks to the family tradition of inventing things, the Ullmans have partnered with designers and engineers who have proven their skill and reliability in manufacturing.

Adam Ullman
Shoe Care Innovations, Inc.
www.sterishoe.com
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.