



Zerotie, the World's First Hands Free™ Self-lacing Shoes, exhibiting at Boston Abilities Expo

Zerotie, hands free self-lacing shoes will be exhibiting at the Abilities Expo in Boston at The Boston Convention Center from September 8th through 10th, 2017.



NEW YORK, NEW YORK, US,
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-- [Zerotie](#), hands free self-lacing shoes
will be exhibiting at the Abilities Expo in

Boston at The Boston Convention Center from September 8th through 10th, 2017. Zerotie will be onsite in Exhibit Hall C, booth 742, to showcase its much-anticipated new line of Men's, Women's and Children's Fall 2017 collections.

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So many people we met told us how much they really need a product like this because it will literally change their daily lives”

Forrest Brown

Zerotie is a unique shoe, in that it combines technology with footwear. The patented Zerotie system eliminates the need to bend down to tie and untie your shoes. With Zerotie shoes, there is no button to press or strap to pull. It's simple and easy to use. To wear the shoe, you simply place your foot in the shoe, draw your foot back to activate the “tying” mechanism and you're ready to go. Loosening the laces is just as easy. All you have to do is effortlessly press down on the small lever on the back of the shoe with your foot and you

step right out. The shoes are absolutely hands free. Once you take them out of the box, you'll never need to touch them with your hands again.

“This shoe presents a tremendous benefit to so many different types of consumers”, states Evan Cagner, C.E.O. of [Synclaire Brands](#). “It's really a quality of life product...our technology works great for people who need to tighten and loosen their shoes constantly, and those who take their shoes on and off many times a day; health care professionals, frequent air travelers, triathletes, runners, home services workers, the elderly and disabled, and people with special needs.”

“The reaction to Zerotie has been terrific,” states [Forrest Brown](#), VP Sales for the brand. “We received such a warm welcome from the disabilities community while attending the Houston (Houston Abilities Expo) show last month, and since. The feedback has been both phenomenal and humbling. So many people we met told us how much they really need a product like this because it will literally change their daily lives.”

When exhibiting at the Boston Expo, the brand is hoping to get the same reaction. “We are so excited to reveal the new Zerotie Fall 2017 Collection to the Boston community,” states Brown. “This type of footwear is such a game-changer – plus we offer a great combination of style and functionality.”

Zerotie was invented by Greg Johnson, after watching his mother struggle with bending down to tie her shoes due to her severe arthritis. After perfecting the design and technology, he connected with

Victoria Staten, Zerotie's Brand Manager. Ms. Staten spent many years of her career in the shoe business and now consumers all over the country will finally have an opportunity to wear these life changing shoes. "While the idea came from someone who couldn't physically tie their shoes, we realized we were on to something when we tested it with kids who said they wore them every day and didn't want to give them back!" states Staten.

The Fall 2017 collection will include Men's, Women's and Children's, starting at a price point of \$125USD for Adults and \$70USD for Children's. Zerotie are available now, online at www.zerotie.com as well as select Independent Comfort, Sporting Goods, General Outdoor, Tech Fashion and Children's retailers nationwide. During the Boston Expo, Zerotie is being sold in Exhibit Hall C, Booth 742.



Zerotie Rocky Run in White

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About Zerotie

Zerotie is a registered trademark of Hands Free, LLC, Ham Lake, MN.
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For more information, please go to www.zerotie.com

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