



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

NEW YORK, NEW YORK, UNITED STATES, November 30, 2017 /EINPresswire.com/ -- [Zerotie](#), hands free™ self-lacing shoes will be exhibiting at the DC Metro Abilities Expo at the Dulles Expo Center from December 1st through 3rd, 2017. Zerotie will be onsite at booth 619, to showcase its new line of Men's, Women's and Kid's Fall 2017 collections.



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.



We are so happy to be able to provide these terrific shoes to people of all ages with special needs"

Forrest Brown, VP Sales for Zerotie

Zerotie (www.zerotie.com) has been participating in the Abilities Expo since the brands launch earlier this year. In October of 2017, Zerotie debuted its Kids line at the San Mateo Abilities Expo. "Now that we have the full product line, we are so happy to be able to provide these terrific shoes to people of all ages with special needs," states Forrest [Brown](#), Vice President of Sales for the brand. "We received such a warm welcome while attending the Abilities Expos in Houston, Boston, San Mateo and everywhere we have been in between and since."

"We have developed a true quality of life product...our technology works great for people who need to tighten and loosen their shoes frequently, and those who take their shoes on and off many times a day – as well as health care professionals, home services workers, the elderly and disabled, and people with special needs," states Evan Cagner, C.E.O. of [Synclaire](#) Brands. "This shoe presents a tremendous benefit to so many different types of consumers."

"I have been traveling through different parts of the US all throughout 2017 to promote Zerotie," states Brown. "I have witnessed first-hand how excited people are about these shoes. 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 DC Metro Expo, the brand is hoping to get the same reaction. "This type of footwear is such a game-changer – plus we offer a great combination of style and functionality," states Brown.

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.



Zerotie Rocky Run in White

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 DC Metro Expo, Zerotie is being sold in Booth 619 at the Dulles Expo Center, 4320 Chantilly Shopping Center, Chantilly, VA 20151.

In honor of this special occasion, Zerotie is offering a 20% discount for purchases on www.zerotie.com using the code ZTAbilitiesDCMetro.

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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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