



ZeroTie, the World's First Hands Free™ Self-lacing Shoe, showcases “Backswing” for Golf at 2018 PGA Merchandise Show

NEW YORK, NEW YORK, UNITED STATES, January 22, 2018
/EINPresswire.com/ -- [ZeroTie](#), makers of the world's first hands free™ self-lacing shoes will showcase their new [Backswing](#) golf shoe, for Men and Women at the 2018 PGATM Merchandise Show, January 24-26th, in Orlando at the Orange County Convention Center.

ZeroTie will be exhibiting in Booth 1761 and featured in the New Product Zone.

The brand will be on hand to exhibit its much-anticipated, pre-launch line of Backswing golf shoes for Men and Women, available to consumers in Spring 2018. In addition, the “Rocky Run” collection which launched August 2017, has been tested on course, and has the necessary traction and support needed for the links.

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.

“

A hands-free shoe for golf is just phenomenal”

Forrest Brown, VP Sales for Zerotie

The Backswing was developed due to consumer demand. “As we were launching ZeroTie, I would present our launch line to retailers and I was repeatedly asked if we had one for golf,”

states Forrest Brown, VP Sales for the brand. Not one to miss an opportunity, Brown discussed the feedback with brand manager Victoria Staten, and then the design team. What came out of that is



the new “Backswing” collection.

When exhibiting at the PGA Merchandise show, the brand is hoping to get feedback on both Zerotie Backswing and Rocky Run styles, from those immersed in the golf community. “We will be showcasing two terrific footwear options for golfers,” states Brown. “The Backswing is much more of the commonly worn hybrid golf shoe, but I have heard over and over that people love playing while wearing the “Rocky Run”. These (Rocky Run) were not originally intended for the sport, but happen to be a great shoe for the course as well. Regardless of which style is preferred, a hands-free shoe for golf is just phenomenal.”

“This is a fantastic product for golfers,” states Evan Cagner, C.E.O. of Synclaire Brands bringing ZeroTie to market. “This type of footwear is such a game-changer. The ZeroTie brand (of shoes) presents a tremendous benefit to so many different types of consumers. It’s really a quality of life product...our technology works great for various purposes...golfers who can tie their shoes and ones who can’t for various reasons such as, sore back, arthritis, and those who simply can’t or do not want to bend over.”

The Men’s and Women’s Zerotie “Backswing” collection will be available to consumers in the Spring of 2018 with MSRP’s ranging from \$160 - \$175USD. ZeroTie’s “Rocky Run” collection, including Men’s and Women’s with prices starting at \$125USD for Adults and \$70USD for Children’s.

While at the PGA Merchandise Show, ZeroTie will be exhibiting at booth 1761 and will also be featured in the New Product Zone. The PGA Merchandise Show is being held at the Orange County Convention Center:
West Concourse - 9800 International Drive, Orlando, FL 32819.

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About Zerotie

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

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