



# Zerotie, the World's First Hands Free™ Self-lacing Shoes, exhibiting at Abilities Expo in San Mateo, CA

NEW YORK, NEW YORK, UNITED STATES, October 20, 2017

/EINPresswire.com/ -- [Zerotie](http://www.zerotie.com), hands free self-lacing shoes will be exhibiting at the San Mateo Abilities Expo at the San Mateo County Event Center from October 27th through 29th, 2017. Zerotie will be onsite at booth 424, to showcase its new line of Men's, Women's and Kid's Fall 2017 collections.

The new Zerotie ([www.zerotie.com](http://www.zerotie.com)) line has been participating in the Abilities Expo since its launch earlier this year. And now, at the San Mateo Expo, the brand will be debuting its Kid's line to the abilities community of the Bay Area. "We are so excited to be able to provide this terrific product to kids with special needs," states Forrest [Brown](#), Vice President of Sales for the brand. "We have been on site at the Houston and Boston Expos, but only had the Adult product on hand, but now we have the full collection."



Zerotie Rocky Run in White (Men's and Women's)

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.

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We are so excited to be able to provide this terrific product to kids with special needs. These shoes are such a game-changer – plus we offer a great combination of style and functionality.”

*Forrest Brown, VP Sales for Zerotie*

“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.”

In traveling around the country to promote Zerotie, Brown has witnessed first-hand how people react to these shoes. “The reaction to Zerotie has been terrific,” states Brown. “We received such a warm welcome while attending the shows in Houston and Boston, and everywhere we have been in between 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 San Mateo 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.

The Fall 2017 collection will include Men’s, Women’s and Kid’s, starting at a price point of \$125USD for Adults and \$70USD for Kid’s. Zerotie are available now, online at [www.zerotie.com](http://www.zerotie.com) as well as select Independent Comfort, Sporting Goods, General Outdoor, Tech Fashion and Children’s retailers nationwide. During the San Mateo Expo, Zerotie is being sold in Booth 424 at the San Mateo County Event Center, Expo Hall, 1346 Saratoga Dr., San Mateo, CA 94403.

In honor of this special occasion, Zerotie is offering a 20% discount for purchases on [www.zerotie.com](http://www.zerotie.com) and with the code ZTAbilitiesSanMateo.

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Zerotie Soft Hill Youth in Blue (Kid's)

**ZEROTIE®**

HANDS FREE SHOES™

[zerotie.com](http://zerotie.com)

#### 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](http://www.zerotie.com)

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