



# Work Wear Safety Shoes Announces the Opening of Its New Flagship Store in Dallas, Texas

*Store incorporates the latest in safety and wellness technology for today's worker*

Coleman McDonald, CEO of Work Wear Safety Shoes announced the opening of a new flagship store at 1304 Inwood Road in Dallas Texas. "This store will incorporate the latest technology to improve the customer experience," said Coleman. "It is not only a leap forward for us as a company, but with our new electronic voucher technology launching this Fall, it will be a giant leap for the entire industry."

"We want to be a disruptor in the safety shoe business," shared Matthew Hudson, Chief Experience Officer. "This is an industry that has ignored the customer experience and treated footwear like PPE. We want to change that. For example, our new store features a test site with 10 different work floor sections for the customer to "test drive" their new work shoes or boots on the surfaces they actually work on. Plus, we have a Fit Center where we can scan our customer's feet to see how they distribute their weight and customize their fit and help support wellness at work with the right sock and insole."

"The right fit, sock and insole can increase work productivity by as much as 20%," said Coleman. "And a day not worked is a day not paid so we are laser-focused on making sure our customers are getting the right fit."

The store features over 60 brands from makers like Keen, Wolverine, Justin, Tony Lama, Bates, Merrell and Hytest. And over 300 different styles of safety shoes and boots in stock. In addition, a Gear room offers options for safety gear like fire retardant apparel, hard hats, and ANSI work gloves.

Work Wear Safety Shoes donates a portion of its sales every month to Hire Heroes USA - the leading national nonprofit, veteran service organization specifically targeting the issues of unemployment and underemployment among veterans. Christopher Plamp, the CEO of Hire Heroes USA will be onsite at the official ribbon cutting of the store and serve as the guest speaker.

The ribbon cutting is at 4:30pm on Thursday September 20 2018.

## **About Work Wear**

[Work Wear Safety Shoes](#) is part of the Northern Imports, Inc. company. Based in Fort Worth, Texas, they have 10 stores and 14 mobile stores in Texas, New Mexico, Colorado, Arkansas and Wyoming and a robust online store nationwide. They are experts in safety and wellness focusing on keeping workers safe, productive and happy on the job. Visit online at [workwearboots.com](http://workwearboots.com) and follow them on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#)

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