



Work Wear Safety Shoes Announces the Opening of Its New Flagship Store in El Paso, Texas

New store is 33% larger than the original location and 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 1360 Lee Trevino in El Paso, Texas. "EL Paso has continued to be a great market for us," said Coleman. "Our new store design is focused on raising the customer experience and our new electronic voucher technology launching next month will be a game-changer in the entire industry."

"The new El Paso store is about 33% larger than our original location," shared Matthew Hudson, Chief Experience Officer. "Our Customer base in El Paso and Western Texas continues to grow and the companies and the city of El Paso are awesome to work with. Our new store design has a Fit Center where we can scan our customer's feet to see how they distribute their weight which allows us to 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 the largest safety footwear assortment in the area with over 60 brands from makers like Keen, Wolverine, Justin, Tony Lama, Bates, Reebok, Merrell and Hytest. And over 300 different styles of safety shoes and boots in stock. In addition, there are options for other safety gear like specialty 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. They will make another donation at the private reception held during the ribbon cutting ceremony.

The ribbon cutting is at 5:30pm on Thursday November 8, 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 and follow them on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#)

Media Contact:

Matthew Hudson

817.640.2299 x 221

matt.hudson@workwearboots.com