

HomeCare

JANUARY 2016

The Leading Business Magazine for HME and Home Health Professionals

homecaremag.com

MARKET Q&A

By Graham Miller

Footwear

Answers from industry experts

Hands-Free, LLC

Steve Kaufman, CEO
quikiks.com



Quikiks Hands-Free Shoes

What makes your company unique to the footwear market?

KAUFMAN: We actually created a whole new category of footwear with our line of Quikiks Hands-Free Shoes. They allow people with various physical and cognitive challenges to easily step into the shoes and have them securely fasten without the need to bend over or use their hands.

What kind of styles and materials can customers expect in the footwear market right now?

KAUFMAN: I see several trends, such as the use of EVA-bottom soles, and minimizing the use of heavier materials in the upper with the expanded use of lightweight synthetics.

How does your company stay competitive in an environment with so many players?

KAUFMAN: I originally developed this product to address the need of my son, who was unable to bend over and put on his shoes. I quickly realized how hands-free footwear could meet the need of others with limited ability to bend over or use their hands.

In your opinion, where do customer service and product knowledge fit in?

KAUFMAN: Customer service and education is of the utmost importance. Seek out new solutions and educate your staff about them so they can impart that knowledge to the customer and give them appropriate options.