

MARKETLINK PROFILE

'Green' retailer raises environmental awareness

Jane Strong and Jacob Wurtz were at a Natural Health Convention in Orlando in 1980 when they came across a Japanese massage sandal called Kenkoh, which means "health and beauty." Jacob bought himself a pair on the spot while Jane purchased a pair a few months later in a health food store. They both experienced amazing health benefits from wearing these Kenkoh massage sandals. Jane noticed the circulation in her feet and legs had greatly improved as previous varicose veins disappeared. Jacob found relief from chronic back pain.

The duo soon found themselves telling everyone about the benefits they experienced from wearing the sandals and decided to begin selling them, starting at local trade shows and fairs, and eventually a kiosk in Tyrone Square Mall in St. Petersburg. Happy Feet Plus was born.

Happy Feet Plus now has nine locations throughout the West Coast of Florida and continues to sell their signature brand Kenkoh, as well as Birkenstock, Mephisto, Dansko, Finn Comfort, Taos, Aetrex and more, all designed to make you feel healthier. "We can



The Clearwater location of Happy Feet Plus was the first retail structure in the United States to achieve LEED Gold certification. The company wanted to raise environmental awareness in its construction.

change the way you feel," says Jane. "We help with foot, leg and back pain. When your feet are happy, everything is better!"

The company's commitment to environmental awareness and "green" living led to the construction of its Clearwater location, which was the first retail structure in the country to achieve

LEED Gold certification from the U.S. Green Building Council's LEED program. The building features double-paned, energy-efficient windows, insulated concrete walls, solar panels, Freon-free air conditioning, an Energy Star rated metal roof with Tectum decking, roof gutters that collect water for a 5,000 gallon cistern, and more.

"We provide an environmentally conscious example of what we can do as a community to help the environment," says Matt LaBarge, Manager of the Clearwater location who recently joined the Happy Feet Plus family.

For more information, call Happy Feet Plus at (727)-539-7006 or visit www.happyfeet.com.

HAPPY FEET PLUS • 28384 U.S. Hwy. 19 North, Clearwater, FL 33761
727.539.7006 • www.happyfeet.com • Hours: Mon-Sat, 9 a.m.-7 p.m.; Sun, 12-5 p.m.