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A man's best friend is not a dog, say new product inventors *A modern version of a classic consumer product ensures a good, first impression in business, romance*

West Bloomfield, Mich. - Founders of Michigan-based startup company, Shoemerang, LLC, today launched their flagship product, Shoemerang shoe trees, the modern man's new best friend.

Slim and ultra lightweight, Shoemerang shoe trees are designed for travel and provide durable protection against common shoe wrinkling, creasing and misshaping during travel.

Can good-looking shoes get you the job and the lady? Shoemerang's founders think so. Well-protected shoes just might positively impact a business presentation, job interview or conversation with that gorgeous redhead at the coffee shop.

"Good shoes are widely considered a staple part of a person's critical first impression," said Anne Tremain, Shoemerang co-founder. "Shoemerang shoe trees ensure your shoes always look great so you always look great."

Shoemerang was invented by a young, frequently-traveling businessman. The cedar shoe trees he used at home were too heavy for his carry-on luggage for short business trips. Lighter weight shoe tree alternatives failed to protect the shoes from damage during travel. Multiple prototypes and thousands of miles in travel testing later, Shoemerang has multiple design patents pending. They are manufactured and assembled in Michigan, USA.

Shoemerang protects the entire shoe from toe to heel and fits all shoe types and sizes, as they can be trimmed to size easily with scissors. Weighing just two ounces, they are slim in design and pack flat for convenient stowage in carry-on luggage and briefcases.

Shoemerang shoe trees are now available for order on the company's website - <http://www.Shoemerang.com> - at \$19.99/pair.

Details

PRICE: \$19.99/pair
DIMENSIONS: 12 inches L x 10.5 inches W
WEIGHT: 2 ounces/pair
MATERIAL: Polyethylene foam

LAUNCH DATE: December 11, 2015
AVAILABLE AT: Shoemerang.com
SHIPPING: Ships internationally

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Shoemerang® is a startup company on a mission to keep travelers' shoes looking great (and eliminate bad first impressions). They are travel friendly shoe trees for people who want to keep their shoes looking great. Shoemerang shoe trees are manufactured and assembled in Michigan and available for purchase on <http://www.Shoemerang.com>. The company founders invite travelers, businesspeople and people who are good to their shoes to connect with the company on Facebook, Twitter, Instagram and Pinterest.

