Fleet Feet Sports is an iconic American athletics chain, with over 175 stores across the US, 170 of which feature a Volumental scanner. With a strong emphasis on understanding fit and foot dynamics, they are a natural partner of choice for Volumental. With their Fit ID concept they leverage the Volumental retail solution to enhance the Fleet Feet fitting expertise and experience to their customers. The response has been overwhelmingly positive, generating positive word-of-mouth buzz across the US and accelerating a successful growth phase across the franchises.

**“It’s pretty much unheard of” that all franchises are excited about investing in a technology, but “we like to give them things that are irresistibly attractive”** - Brent Hollowell, VP Marketing & Vendor Management

[Watch video](https://www.youtube.com/watch?v=nL9oqNaUpIk&feature=youtu.be)

**Links to articles:**

Fleet Feet Sports Embraces The Future

<https://sgbonline.com/fleet-feet-sports-embraces-the-future/>

Fleet Feet ID scan

<https://www.fleetfeet.com/catalogs/fit-id>

A perfect fit: Shoe sizing gets high-tech with 3-D scanners at Fleet Feet

<https://www.syracuse.com/health/index.ssf/2018/03/a_perfect_fit_fleet_feet_sports_in_dewitt_uses_3d_scanner_for_foot_measurements.html>