**PRESS RELEASE**

Fischer Scan-Fit®

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Boot sizing made simple

Lengthy try-ons, inconsistent sizing, and complicated exchanges have always been part of the long process of finding the right alpine or nordic ski boot. The new FISCHER Scan-Fit® app now makes the search incredibly easy.

The FISCHER Scan-Fit® app was developed specifically to determine the correct size recommended for each model in the FISCHER alpine or Nordic boot range. Any contemporary smartphone camera can use the app to easily generate a 3D scan of the foot, compare it with the FISCHER data bank of products, then identify the optimal match-up of boot size and foot.

Scan-Fit® offers a digital solution for determining correct boot sizes in the comfort of home, and also provides users a range of valuable new information about sizing: The app determines detailed information about the user’s individual foot dimensions, as well as clarifying the often confusing Mondopoint sizing system.

The advantages of Scan-Fit® are not limited to just winter athletes. A reliable size recommendation can mean a significant reduction in the number of returns, a real benefit for retailers and for the environment. FISCHER also benefits from this new scanning process by gathering valuable data about the dimensions of athletes’ feet, which will be used in future boot projects.

FISCHER, the winter sport equipment manufacturer in Ried im Innkreis, Austria, partnered with the Dutch mobile foot scan solutions specialist start-up, 3DABOUT.me, to implement FISCHER Scan-Fit®. “When it comes to size recommendations for footwear, ski boots are especially tricky. I’d say that’s the secret to success, because the foot’s volume and the choice of last both play critical roles along with the length of the foot. In 3DABOUT.me we’ve found the best possible partner for specialized knowledge in this area and to help us master these challenges”, said Jan Weiß, divisional director of Fischer Alpine.

FISCHER Scan-Fit® has been selected out of a high number of entries as an outstanding product, winning the ISPO AWARD, the highest seal of quality for sporting goods. The App is available since December 1st, 2018 and can be downloaded from wherever apps are available or downloaded [here](https://account.3dabout.me/auth.html#/scan?locale=de&client_id=Mrh59ctN9g29).

**FISCHER SPORTS GMBH**

Fischer Sports GmbH is the global leader in Nordic skiing and one of the world's leading brands in Alpine skiing, known for innovation and cutting-edge technology. Fischer is also one of the biggest manufacturers of high-quality ice hockey sticks. Fischer’s vision is to be the winter athlete’s brand of choice through outstanding products, created for everlasting moments and new levels of individual performance. The privately held company employs nearly 2000 individuals who all share a passion for and dedication to winter sports. Fischer Sports GmbH was founded in 1924 in Ried im Innkreis, Austria, where the global headquarters is still located. Manufacturing takes place there and in Ukraine. Löffler, part of the Fischer group, is also headquartered in Ried im Innkreis.

**For further information please contact**

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