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WEB EXCLUSIVES

The Right Fit

Finding the perfect running show

BY
PHOTOS BY FLEET FEET

A Mahwah-based running specialty store, Fleet Feet Sports is using a unique approach to fit customers with new running or walking shoes -- analyzing a taped video of their customers gait using a treadmill.

Fleet Feet Sports, located at 117 Franklin Turnpike, is the only Fleet Feet Sports franchise in the state utilizing this technique. With hundreds of video gait analysis per month, customers are being drawn to the one-stop running store from all over the tri-state area.

Store owner and running enthusiast Joe Glotzbier opened Fleet Feet Sports in 2002 and credits the specialty store's success to Fleet Feet's core philosophy. "Our team is

passionate about ensuring that runners and walkers of all abilities are fitted properly, whether it's a new running shoe, sports bra, inserts or socks," says Glotzbier. "We're all about meeting everyone's individual needs."

To ensure the proper fit, more than 95 percent of the customers are analyzed on a treadmill that's located in the store. Customers are taped running or walking on the treadmill. The Fleet Feet Sports team is looking for the degree of pronation a person may or may not exhibit so that they can recommend an appropriate shoe for their gait. All Fleet Feet Sports franchisees attend bi-yearly conferences, seminars and workshops to keep up-to-date on their knowledge of the fit process.

"I lived in my new Brooks shoes Saturday, Sunday and Monday and cannot even begin to tell you how the right shoes have lessened my pain. I didn't even have to tape my knee," says Kathleen of Westwood, who had recently been going to physical therapy for extreme knee pain.

The store also offers a wide-array of running accessories, which includes electronic, hydration, and nutrition items, a wide-assortment of running shoes, insoles, sports bras, sports detergents and technical apparel.

Fleet Feet Sports is located in the A&P Shopping Center, at 117 Franklin Turnpike in Mahwah. For more information, visit fleetfeetmahwah.com.