FIRST RESPONDER PPE · VIRTUAL SIZER™

Four-hour drives, replaced by a few minutes.

Sizing was the most time-consuming step in Fire-Dex's sales cycle — a long drive out, hours fitting crews on site, then a return trip for whoever missed the session. Virtual Sizer collapsed that into minutes.

SOLUTION

Virtual Sizer™

> "From a brand perspective, it bolsters our image of being at the forefront of innovation and not simply doing what our competitors do."
>
> **TODD HERRING · VP PRODUCT INNOVATION AND STRATEGY, FIRE-DEX**

HOW IT WORKS

01 Each firefighter answers a few simple questions — no tape measure, no on-site samples.

02 Bold Metrics builds a digital twin carrying 50+ body measurements.

03 One size comes back, mapped to Fire-Dex's own fit and ease specifications.

Minutes
FULL SIZING SESSION

1983
FAMILY-OWNED SINCE



THE BRAND

Founded in 1983 and headquartered in Medina, Ohio, Fire-Dex is a family-owned global manufacturer of PPE for first responders and the nation's largest Independent Service Provider of PPE care and maintenance.

THE CHALLENGES

Traditionally, sales reps drive up to four hours to a fire department for a fitting. Two to three hours are spent fitting customers on site, trying on physical samples and taking measurements for adjustments.

Repeat sizing sessions are often necessary due to stragglers — an inefficient doubling of travel and extra fitting time. "Sizing is the most time-consuming process of the sales cycle."

PROVEN RESULTS

Minutes

Full sizing session, start to finish

THE SOLUTION

Virtual Sizer™

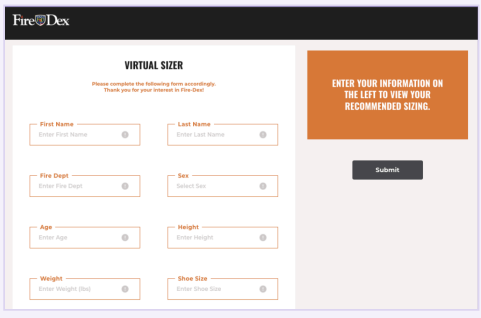
"With the Virtual Sizer the entire process can be completed in a matter of minutes, allowing the sales rep to spend the additional time working new accounts or providing higher levels of support to our existing customers."

Fire-Dex garments are designed with specific levels of ease based on extensive testing — the correct fit optimizes protection, making accuracy a safety matter, not a convenience.

WHAT THE FIREFIGHTER ANSWERS

Age	**Height**
Weight	**Shoe size**
Sex	**Fit preference**
Body type	**Fire department**

All answerable from memory.



VIRTUAL SIZER INTAKE FORM, FIREDEX.COM

What could Bold Metrics do for your brand?

UNLOCK THE POWER OF BODY DATA · BOLDMETRICS.COM

Book a Demo Today