
FEEL IT.
flowmould®
BY
LENZ



5

THE PERFECT FIT IN JUST 5 MINUTES

flowmould®



LITTLE SPACE – BIG IMPACT

FLOWMOULD® IN YOUR SHOP

The leading technology for 3D customised insoles

Your added value compared to online stores: customised insoles are only possible on site

Professionalisation in the footwear sector with 3D-customised insoles

Retail space with a unique touchpoint for customers

During customisation with the flowmould® machine, additional sales opportunities and stronger customer loyalty can arise

Satisfied customers and positive recommendations thanks to tangible problem solutions

ADVANTAGES OF THE

FLOWMOULD®-TECHNOLOGY



- Fitting errors cannot occur > the process can be repeated
- No specific expertise required
- Customer experience: the customisation process with warming and cooling is clearly noticeable
- Detailed training for your employees by the Lenz team
- flowmould® fixes many fit problems - even days after the shoe purchase
- Perfectly moulded heel area guaranteed without reworking



- Using the machine is intuitive and very easy to learn
- Fitting only takes a few minutes > valuable time that you have for further sales
- The right insole for every shoe: from running shoes to ski boots
- The machine and the customisation process are quiet
- You clearly stand out from the competition

1,2 m²

FOR A REMARKABLE CUSTOMER EXPERIENCE



CUSTOMISATION DIRECTLY ON THE FOOT

IMMEDIATELY READY FOR USE

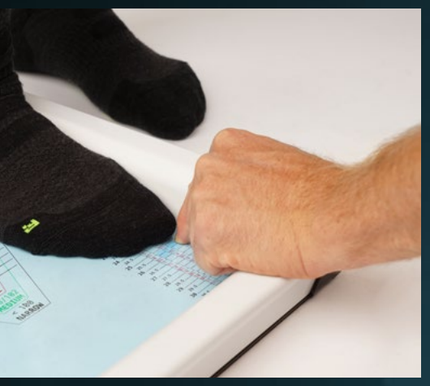


flowmould®

HIGH-TECH DESIGN

SIMPLE APPLICATION

IN JUST A FEW STEPS TO THE PERFECTLY CUSTOMISED INSOLE



1

Determining the insole size with the Lenz Reader 2.0



2

Attach the matching flowmould® insole



3

Place customers directly on the insole and align correctly using the laser



5 MINUTES TO THE PERFECT FIT

4

Start the flowmould® process. The insole heats up noticeably for the customer



5

The pad adapts perfectly to the contours of the foot with pleasant pressure



6

The newly customised insole is cured directly on the foot during the cooling process



THE PERFECT COMBINATION:

SOCKS FROM THE PERFORMANCE LINE IN COMBINATION WITH THE INSOLE

THIS CAN GENERATE ADDITIONAL SALES

FAQ

YOU HAVE THE RIGHT QUESTIONS AND ANSWERS!

„Would you like to try out the difference to customised insoles without obligation?“

„We don‘t correct your foot! We fit the insole exactly to your foot.“

„You mentioned that you have a special foot. Many problems can be cushioned with a customised flowmould® insole.“

„With flowmould® you get the maximum comfort and performance out of your shoe.“

„You mentioned that you walk/ stand a lot at work. Then a 3D customised insole is certainly a good investment.“

KNOW-HOW

RELIEF FOR OUR FEET

- 1/4 of all bones in the body are located in the foot
- over 50% of the German population has a foot deformity
- we spend 55% of the day standing
- flowmould® is the most precise and reliable system on the market
- flowmould® insoles are custom-made in less than 5 minutes



THE PERFECT COMBINATION

INSOLE AND SOCK FOR MAXIMUM COMFORT



CASUAL — PERFORMANCE

flowmould®

THE RIGHT INSOLE FOR EVERY SHOE.
Made for you layer by layer.



SOFT — STIFF