



For Immediate Release
August 17, 2025

ASCA Announces FITASY as Official Footwear Partner

FORT LAUDERDALE, FL — August 19, 2026 — The American Swimming Coaches Association (ASCA) today announced a new partnership naming **FITASY**, a pioneer in 3D-printed, custom-fit recovery and everyday footwear, as an **Official Footwear Partner of ASCA**.

The partnership brings innovative footwear technology to the swimming community, providing coaches with a solution designed specifically for the unique demands of life on the pool deck. FITASY footwear combines 3D-printed lattice technology, breathability, cushioning and water-friendly construction to support coaches who spend countless hours standing and moving around wet pool environments.

For swimming coaches, the pool deck is the office. Coaches can spend hours each day standing, walking, demonstrating skills, leading workouts and moving between the pool, deck and dryland areas. Traditional footwear is often poorly suited to that environment—absorbing water, providing limited support or sacrificing comfort during long days on their feet.

FITASY addresses those challenges through its innovative 3D-printed footwear technology. Made from a single recyclable material, FITASY footwear offers several advantages for coaches and aquatic professionals:

- **Water-Friendly:** The open lattice construction is designed for wet environments and is easy to clean, making it ideal for the pool deck.
- **360° Airflow:** The breathable lattice structure allows air to circulate freely around the foot while helping footwear dry quickly.
- **Cushioning & Support:** FITASY's triple-layer lattice structure provides zone-by-zone cushioning and support designed to absorb impact and reduce stress on the feet and joints.
- **Precision Fit:** FITASY's custom-fit technology uses a smartphone-based foot scan to create a digital model of the user's feet, allowing footwear to be precisely shaped to the individual's foot profile.
- **Sustainable Design:** FITASY's 3D-printing process uses a single material and is designed to minimize manufacturing waste.

“We are thrilled to welcome FITASY to the ASCA family,” said **Jennifer LaMont, CEO of the American Swimming Coaches Association**. “Our coaches spend an enormous amount of time on their feet, often in an environment that is not particularly friendly to traditional footwear.”

FITASY has created a product that makes tremendous sense for the coaching profession—comfortable, supportive, breathable and designed for the realities of the pool deck. We are excited to introduce FITASY to ASCA coaches and to partner with a company that is bringing such innovative technology to the aquatic community.”

FITASY Comes to the ASCA World Clinic

Coaches will have the opportunity to experience FITASY footwear firsthand at the **2026 ASCA World Clinic Presented by Fitter & Faster Swim Camps**, September 9–12 at the Rosen Centre Hotel in Orlando, Florida. **FITASY will join the World Clinic as a Gold Sponsor**, giving hundreds of coaches attending the world's premier gathering of swimming coaches an opportunity to see, touch and learn more about the innovative 3D-printed footwear.

FITASY representatives will be available at the World Clinic to introduce coaches to the technology, demonstrate the footwear and answer questions about how FITASY can fit into the daily lives of coaches and aquatic professionals.

“World Clinic is the perfect place for coaches to discover FITASY,” said LaMont. “Our coaches are constantly looking for ways to improve their performance, their health and their quality of life. They also spend an incredible amount of time on pool decks. We think they are going to be very interested in seeing this technology in person and understanding how it can benefit them.”

The 2026 ASCA World Clinic, will bring together hundreds of coaches from across the country and around the world for four days of education, networking, professional development and celebration of the coaching profession.

Built for Life on the Pool Deck

FITASY's technology is particularly well suited to the demands of aquatic environments. Its Stride footwear features a lightweight, open lattice design that provides airflow, cushioning and support while allowing water to drain quickly.

For coaches who may spend six, eight or even more hours on deck, the combination of cushioning, support and breathability provides an alternative to traditional poolside footwear.

FITASY also offers custom-fit footwear through its scan-to-print platform. Using the FITASY smartphone app, customers can scan their feet from multiple angles. The company's technology then creates an individualized fit profile that is used to precision-print the footwear to the contours of the user's feet.

Innovation That Extends Beyond the Pool

FITASY is redefining how footwear is designed and manufactured by combining spatial AI, advanced imaging and digital 3D printing.

Its footwear is produced using a single material and an on-demand manufacturing process designed to reduce waste while creating a highly personalized product.

The result is footwear designed not only for coaches and aquatic professionals, but also for athletes, fitness enthusiasts and anyone who spends long hours on their feet.

About FITASY

FITASY is transforming how footwear is designed, made and experienced. The company combines 3D printing, spatial AI and advanced imaging to create footwear focused on comfort, support, recovery and personalized fit. FITASY's technology allows footwear to be produced with a highly individualized fit while incorporating breathable lattice structures designed for everyday use and active environments.

About the American Swimming Coaches Association

The **American Swimming Coaches Association (ASCA)** is the world's largest professional organization dedicated to supporting swim coaches. Founded in 1956, ASCA inspires, supports and advocates for swim coaches while elevating the coaching profession and uniting coaches at every level of the sport.

ASCA provides professional education, certification, clinics, resources, advocacy, mentorship and professional development opportunities to coaches across the United States and around the world. Through its programs and partnerships, ASCA works to help coaches become better leaders, educators and professionals while strengthening the swimming community.

For more information, visit [ASCA](#) and www.fitasy.com.