



CONTACT:
Havas Formula
Leigh Sherwood
619-234-0345
ormco@havasformula.com

Ormco Expands its Digital Product Portfolio with the Introduction of Insignia™ Twin

Comprehensive Digital Design and Customized Appliance Treatment System—Previously Available with Self-Ligating Treatment Options Only—Now Includes New Conventional Appliance Options

ORANGE, Calif. (April 24, 2018)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, today announced the introduction of Insignia™ Twin. Expanding on the legacy of Insignia, the newly added Insignia Twin appliance options provide more orthodontists with access to a fully customized solution that combines the efficiency of digital smile design with the precision of patient-specific appliances. Insignia Twin will be on display and available for demo at Ormco's Booth (#1017) during the [2018 AAO Annual Session](#) in Washington D.C., May 5 – 8, 2018.

“For several years, doctors treating with Insignia SL have experienced success in achieving consistent, quality case results as well as improvements in their practice management,” said Warren Day, general manager, Insignia. “Now, with the debut of Insignia Twin, more practitioners can access these benefits regardless of their preferred treatment methodology. No matter the doctor's treatment goals, or level of case difficulty, Insignia provides the right prescription for each patient, precisely and predictably.”

Based on traditional orthodontic principles and powered by advanced digital technology, Insignia is designed to help minimize the many complex variables that impact each patient case. Using the algorithm built into Insignia's Approver software, the patient's prescription is determined by the doctor's final approved smile design and then the custom brackets, wires and placement guides are manufactured. The clear indirect bonding guides enable accurate placement by doctors and staff members.

Insignia SL users have treated patients with proven results for many years, paving the way for the introduction and adoption of Insignia Twin. Based on research conducted by Insignia SL users, this treatment solution generates proven results on predictability, precision, efficiency and consistency. Data suggests that when using Insignia's clear placement guides, the bonding accuracy rate was 98 percent across those cases bonded by staff members with varying levels of bonding experience.¹ Additionally, when compared to traditional treatment methodology, cases treated with Insignia experienced, on average, 37 percent reduction in treatment time. Further, bracket repositioning per case was reduced on average by 84 percent.²

¹ Data provided by Dr. Leon Verhagen, Lichtenvoorde, Netherlands, based on over 105 Insignia SL cases (September 2017)

² Data collected by Dr. Timothy Bandeen, Battle Creek, Michigan, comparing cases treated with Insignia SL from 2009 to 2015 vs. cases treated with Damon SL prior to 2009

The recent introduction of TruRoot™ data integration for Insignia has also marked another innovation success in the brand's history. Ormco's proprietary TruRoot process precisely combines cone beam computed tomography (CBCT) data and intraoral scanner or impression data for uncompromising accuracy in the representation of patient anatomy in the Approver software. Of Insignia TruRoot users interviewed, 87.5 percent found the feature significantly improved their ability to visualize and predict root and tooth movement.³

To learn more about Insignia Twin, please visit ormco.com/insignia2018, or visit Ormco at the 2018 AAO Annual Session (May 5 – 8, 2018; Washington D.C.) at Booth #1017. Insignia Twin will be available in June 2018.

Media interested in speaking with an Ormco spokesperson should contact Havas Formula at 619-234-0345 or Ormco@havasformula.com. Connect on Facebook at www.facebook.com/myormco, LinkedIn www.linkedin.com/company/ormco or Twitter [@Ormco](https://twitter.com/Ormco).

About Ormco

For over 50 years, Ormco has partnered with the orthodontic community to manufacture innovative products and solutions to enhance the lives of our customers and their patients. Distinguished products range from legacy twin brackets Inspire ICE™, Titanium Orthos™ and Mini Diamond™ to self-ligating appliances with the Damon™ System including Damon™ Clear 2, and the Alias™ lingual straightwire system. Ormco's Insignia™ Advanced Smile Design™ provides an all-inclusive solution with customized brackets, wires and placement trays for increased clinical efficiency. From personalized service to worldwide continuing education programs and marketing support, Ormco is committed to helping orthodontists achieve their clinical and practice management objectives. For more information, visit Ormco at www.ormco.com or call us at 800-854-1741.

###

³ Data based on 2017 Insignia customer satisfaction survey