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Ormco's Insignia™ Twin Now Available

Conventional Options Now Accessible via the Company's Award-Winning Comprehensive Digital Design and Customized Appliance Treatment System

ORANGE, Calif. (October 22, 2018)—Today, [Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, announced that Insignia™ Twin is now available to orthodontists and staff. Building off the rapport and 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.

“Given the treatment success and quality results that doctors have achieved with Insignia SL, Insignia Twin is a natural and welcome addition to conventional orthodontics,” said Rick Matty, Vice President and General Manager, Ormco Digital Solutions. “We’re confident that by empowering doctors to provide personalized, customized smile design with Insignia Twin, orthodontists will be able to improve the overall patient experience and treatment results.”

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

The Insignia eBrochure may also be downloaded [here](#). To hear from Insignia doctors around the globe, and understand how they’re leveraging Insignia in their practice, click [here](#).

To learn more about Insignia Twin, please visit ormco.com/insignia2018, or speak with your local Ormco representative for further information.

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

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.

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