



CONTACT:

Robin Dwyer
Formula
619-234-0345
ormco@formulapr.com

ORMCO WINS BIG IN 2013 ORTHO TOWNIE CHOICE AWARDS®

Orthotown Awards Program Honors Ormco Corporation's Insignia™ Advanced Smile Design™, VectorTAS™ and AOA Orthodontic Laboratory

ORANGE, Calif. (Feb. 6, 2014)—[Ormco Corporation](#), a leading manufacturer and provider of advanced orthodontic technology and services, was named a 2013 *Orthotown* Ortho Townie Choice Award® winner in the digital model systems and temporary anchorage device categories for its [Insignia™ Advanced Smile Design™](#) and [VectorTAS™](#), respectively. Additionally, Ormco|AOA Lab took home a win in the orthodontic laboratory category. In its inaugural year, the Ortho Townie Choice Awards® is an industry-voted awards program recognizing exceptional products and service in the orthodontic field.

“We are very excited about winning awards in three different categories. This is the result of our customers’ success using Ormco products to reach and exceed their goals,” said Patrik Eriksson, president of Ormco. “It’s an absolute honor to receive this recognition in a customer-voted and peer-reviewed award. We will continue our pursuit of perfection and thank our customers and *Orthotown* for this recognition.”

Ormco won a total of [nine industry awards in 2013](#). Honors include recognition from the American Technology Awards, Best in Biz Awards, GOOD DESIGN™ Awards, W³ Awards, and Web Health AwardsSM for the Damon™ System, Lythos™ Digital Impression System and Insignia Advanced Smile Design.

A brief look at Ormco's Ortho Townie Choice® Award-winning products and services:

- Combining 3D digital orthodontics and interactive treatment planning to deliver customized results, Insignia Advanced Smile Design is an orthodontic software and application system giving every patient an optimal occlusion and smile arc specifically proportioned to their unique facial features. With continued software interface updates—including the recent launch of [Insignia™ Ai](#), an enhanced user interface with Damon™ integration—Insignia offers clinicians a streamlined process that allows for greater detail to be documented and shared, increasing overall practice efficiency and treatment effectiveness.
- Designed by orthodontists, VectorTAS is a coordinated system of miniscrews, attachments and instruments that provide clinicians with all the benefits of temporary anchorage, including increased control, reduced treatment time and greater patient comfort.
- A full service, digital orthodontic laboratory serving dental professionals worldwide, Ormco|AOA Lab fabricates customized appliances including class II correctors, aligners, splits and retainers. To help

streamline the dental practice workflow, Ormco|AOA Lab accepts .stl digital impression files including scans from Ormco's Lythos Digital Impression System.

Administered by *Orthotown* magazine, the Ortho Townie Choice Awards® are a sector of the larger Townie Choice Awards®, linked exclusively to *Dentaltown* magazine for the past 10 years. The awards program honors products, services and technologies voted on as being the most reliable and reputable in their respective industry.

Media interested in speaking with an Ormco spokesperson should contact Robin Dwyer at 619-234-0345 or ormco@formulapr.com. Connect with Ormco on Facebook at <http://www.facebook.com/InsigniaSmile>, or Twitter at [@Ormco](https://twitter.com/Ormco).

About Ormco|AOA Lab

A full-service, digital orthodontic laboratory, Ormco|AOA Lab fabricates customized appliances for dental professionals worldwide. With a rich 35+ year history, the lab is known for its creative appliance designs, world-class customer service and extensive orthodontic knowledge. From class II appliances and aligners to retainers and sleep apnea appliances, Ormco|AOA is a trusted source for a wide range of orthodontic appliances. For more information, visit the [Ormco|AOA](http://ormco.com) website.

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 Titanium Orthos™ and Mini-Twin™ to self-ligating appliances with the Damon® System and active Prodigy™ SL. 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 the [Ormco](http://ormco.com) website.

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