

ORMCO CORPORATION LAUNCHES SIMPLI 5™ EXPRESS ALIGNER SYSTEM

PRNewswire

ORANGE, Calif.

Ormco Corporation, a global orthodontic solutions company, announced today the introduction of Simpli 5™ Express, a new clear, removable orthodontic aligner system that provides up to five sets of sequential aligner trays with no waiting for order processing or lengthy production time. Available through Ormco's AOA Labs of Sturtevant, Wisconsin, the Simpli 5™ Express Aligner System enables orthodontists to provide their patients with an invisible solution for the correction of minor-to-moderate crowding.

Unique to the orthodontic aligner market is AOA's rapid turnaround time of just two to three weeks. Priced at \$599, the Simpli 5 Express Aligner System costs 20% less than competitive aligner systems.

Ormco and AOA developed the Simpli 5 Express Aligner System in order to meet the needs of orthodontists for a fast, simple solution for mild-to-moderate crowding, said Don Tuttle, President of Ormco. "The Simpli 5 Express Aligner System provides clinicians with up to five sets of high quality clear trays. The system does not require special certification on the part of the orthodontist, nor does it require time consuming on-line verification. Our customers have told us that they want to be able to order aligners from us without the time and hassle required of other brands on the market," Tuttle added.

Tuttle stated that the Simpli 5 Express Aligner System is an ideal solution for former OrthoClear orthodontists who are eager to get their existing aligner patients back into treatment with a minimum amount of delay.

The Simpli 5 Express Aligner System is made from quality clear aligner materials and is precision manufactured by experienced orthodontic lab technicians at AOA Labs. The Simpli 5 Express Aligner System joins AOA Labs' existing Red, White & Blue aligner system, a three-tray solution for single arch treatment.

BUSINESS DESCRIPTION

Ormco Corporation is a subsidiary of Sybron Dental Specialties, Inc. Sybron is a leading manufacturer of both a broad range of value-added products for the dental profession, including the specialty markets of

orthodontics, endodontics and implantology, and a variety of infection prevention products for use by the medical profession.

For more information visit Sybron Dental's website at <http://www.sybrondental.com/>

First Call Analyst:

FCMN Contact:

SOURCE: Allesee Orthodontic Laboratories, Inc.

CONTACT: David Allesee of Allesee Orthodontic Laboratories, Inc.,

+1-262-886-1050

Web site: <http://www.sybrondental.com/>

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