



Defined by Craftsmanship
Driven by Innovation



We're on a mission to create orthodontic solutions and products that inspire a lifetime of confidence.





ODL

INNOVATIVE ORTHODONTIC APPLIANCES

Confidence for you, and your patients.

We are fifth-generation pioneers, relentlessly focused on bringing innovation to the people and practice you've built your life around.

Family-driven and quality-first, Orthodont Laboratory (ODL) is a digital orthodontics and dental lab that offers doctors a full range of traditional appliance and digital solutions. **For 40 years**, we've worked to provide orthodontists like you with a sustainable pathway to growth and clinical excellence.

Combining exceptional quality with superior customer service is our gold standard – let us show you how.

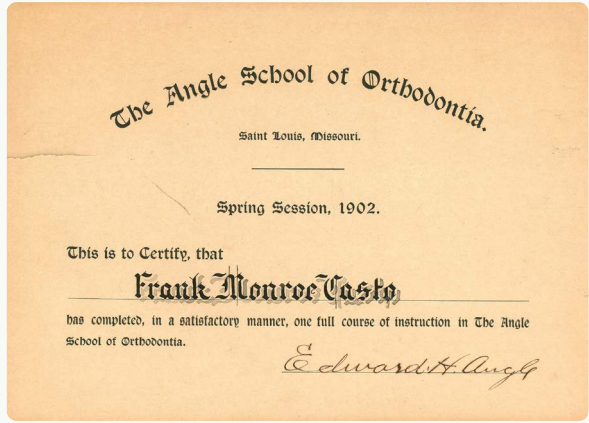




It starts with the Wright fit.

Few families carry roots to the original creation and formation of modern orthodontics – we can proudly say we are of the few.

With the knowledge to know what works, the flexibility to know what doesn't, and the 100+ year history of our unrivaled quality, we are proud that our legacy continues to help orthodontists create their own.



FRANK CASTO'S DIPLOMA FROM 1902

- 1ST GENERATION → Frank M. Casto
- 2ND GENERATION → Ruth McClain
- 3RD GENERATION → Laurence C. Wright
- 4TH GENERATION → James N. Wright
- 5TH GENERATION → Michael Wright, Thomas Wright and Brendan Pratt



LEARN MORE ABOUT ODL'S STORY

LAURENCE WRIGHT FRANK CASTO JIM WRIGHT



DRIVEN BY VISION

The story of ODL starts in 1902 with our great-great-grandfather, Frank Casto. A storied scholar and Navy man, he passed his understanding of orthodontics and relentless determination to his grandson, Laurence C. Wright. This same desire to bring excellence into action was carried on through his own son, Jim Wright, who would go on to found ODL. So begins the generation wheel that has continued to spin.



MOTIVATED BY EXCELLENCE

In 2017, Jim Wright ushered in the next generation of leaders – Mike Wright, Tom Wright, and Brendan Pratt. Inspired by the lessons of the past and the innovations of the future, they've continued the work of their heritage to provide a top-of-the-line culture and offerings. And it's worked – ODL has grown over 600% since taking the reins.



MOVED FORWARD BY YOU

"I am a new customer, and I have been so impressed with the quality of the appliances and the customer service from Tom. This lab is personal, friendly, and provides great customer service. I highly recommend."

★★★★★ — Dr. Maggie Law, Law Orthodontics

How does it work?

Our process protects the two most important aspects of this business: your product and your time. Digitized and detailed, our technicians and customer service team are here to guide you at each step so that sending your digital scans is a substantially less daunting endeavor.



1. WE GET TO KNOW EACH OTHER.

Though we run a high-tech lab, our version of high-touch service has always been a little more old school. For every job of any size, ODL can give you the support you need with the hospitality you deserve.

2. SEAMLESSLY ONBOARD.


Onboarding should be more like a first date and less like 12 stacks of paperwork. Our staff is here with personalized training and support to get you up and running.

3. ENJOY DIGITAL SCRIPTS.

Our Easyrx software and the MyVIVIDPortal allows you to digitally submit scripts and store your patient scans indefinitely. We'll even cover your subscription fee as a new client.

4. RELY ON EXPERT SUPPORT.

You're busy. Our customer support staff is available by text, call, email, and live chat – whenever you need us.

 Don't believe us? Just text **716-839-1900** and you'll see how easy it is to get ahold of your ODL team.

5. LEAN INTO INNOVATION.

Once your case lands in our lab, our technicians run through a meticulous Lean manufacturing process, using only CAD/CAM software and continually calibrated carbon 3D printers. Nothing but the best.

6. DEPEND ON SPEED.

Our turnaround times are some of the fastest in the industry. We're committed to making sure you have exactly what you need, exactly when you need it (if not even sooner).

A CUSTOMER EXPERIENCE WORTH SMILING ABOUT



It's all in the tech. (And that's not just a buzzword).

We're ready to settle the great debate between in-house versus industrial. Through the power of 3D printing, metal machines that pack a punch, and automated production, we can create the right solutions with the right fit at the right speed for you. That's the beauty of partners who are small but mighty – no outsourcing, unidentified steps, or unnecessary hold ups in the production line.



Meet your **mighty** team.



HAMER THERMOFORMING MACHINE

Forming is carried out with a pressure of 10 bars, which allows for a higher quality in the definition of aligners compared to manual machines.



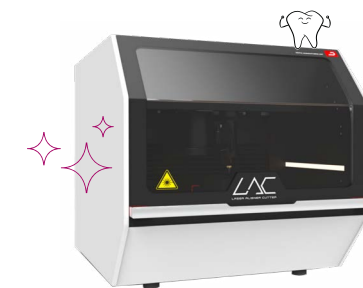
CARBON L1, M2, M3 MAX

Already unique among the stereolithography 3D printers, the latest Carbon technology can make new parts and doubles the build area. Better, faster, more precise product.



TRUPRINT 1000

Efficient, compact, and downright effective, this machine is the magician behind our laser sintered bands. Impressive in any room, it uses its multilaser capabilities and processing of metal powders in the laser metal fusion process to create impeccable appliances that work. And well.



LASER ALIGNER CUTTER (LAC)

Directly integrating with our digital workflows to create and automate precise cut lines, the LAC analyzes dental arches, finds the matching cut, and produces the perfect, premium product.



No separators.
More comfort.
Guaranteed fit.
We've found a better way.



WATCH OUR VIDEO ON
3D PRINTING AND HOW
IT ALL WORKS

We are proud to source the highest-grade materials from leading manufacturers worldwide in order to provide you the quality and craftsmanship that you deserve – and we expect from ourselves.

Our skilled technicians are trained and tested to provide excellence at each step of the process. After all, we exist to help you and your patients – your complete satisfaction is our top priority.

“

Our goal has always been, and will always be, to deliver an amazing product on time, at a fair price. We are thrilled to be the first in the industry to offer a lifetime warranty on all our infinity RPEs, bringing peace of mind to the way you partner with a lab.

— MICHAEL WRIGHT, CEO - ODL

NOW TO OUR PRODUCTS...

Fixed appliances and laser sintered banding.

From Airway expansion and distalization to bite correction, fixed appliances are your go-to for phase 1 treatment. With our laser sintered bands that don't require separators you can see how life just got a whole lot easier.

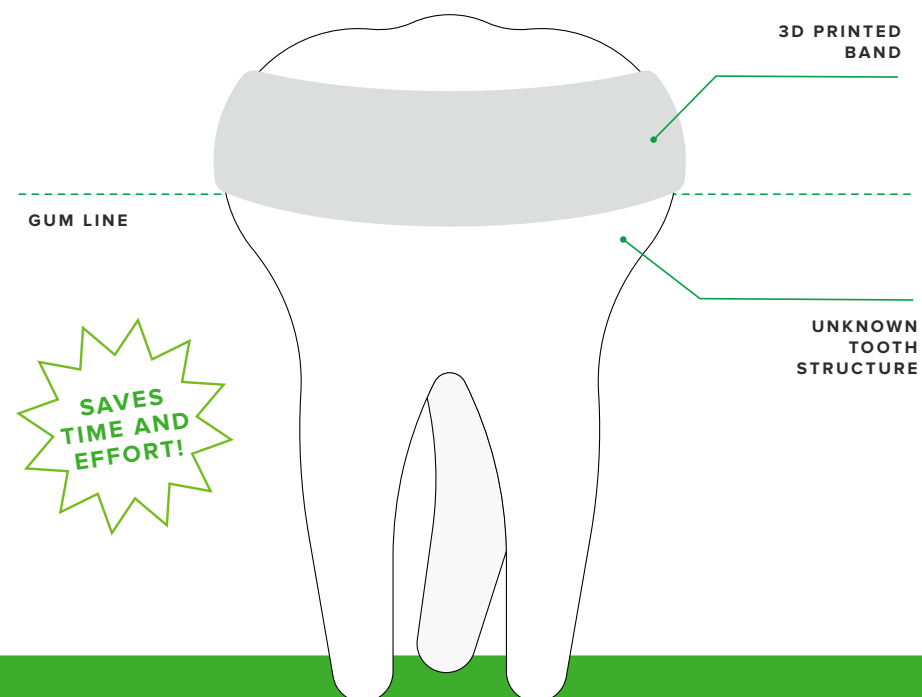


Improve
appliance
accuracy by
removing the
subgingival
guesswork.

You've been there. You order an indirect banded metal appliance only to have it not fit. That's more chair time and less calendar space.

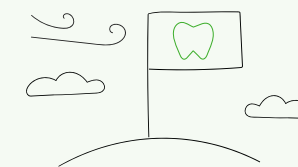
We're focused on streamlining and we draw a hard line against redundancies. That's why we've created a 3D printed appliance that optimizes your intra oral scan to see what's happening beneath the gum line.

Sometimes change is good.



As easy as 1, 2, never 3.

- 1** APPOINTMENT #1
3D scan. No separators required!
- 2** APPOINTMENT #2
Fit appliance with 99.9% accuracy!



We were the first lab in the USA to commercially introduce **laser sintered bands** and have been improving them ever since!



Our products

Fixed appliances and laser sintered banding.

Need it? It's likely we can make it.

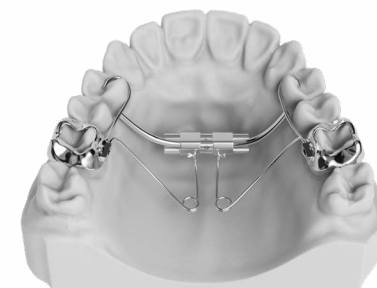
Here are a few of our appliances at a glance.



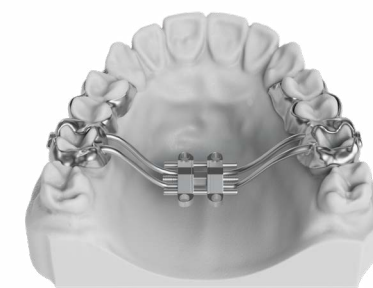
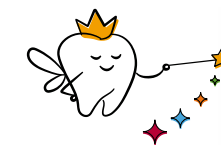
HALTERMAN APPLIANCE



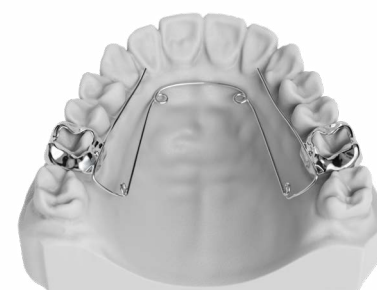
COMPACT RPE
(RAPID PALATAL EXPANDER)



MDA
(MINI DISTALIZING APPLIANCE)



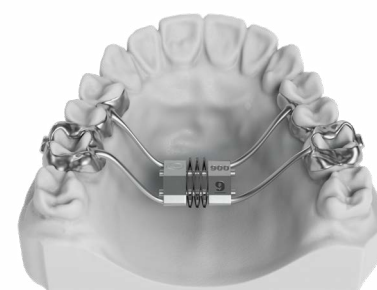
MSE TAD EXPANDER



QUAD HELIX



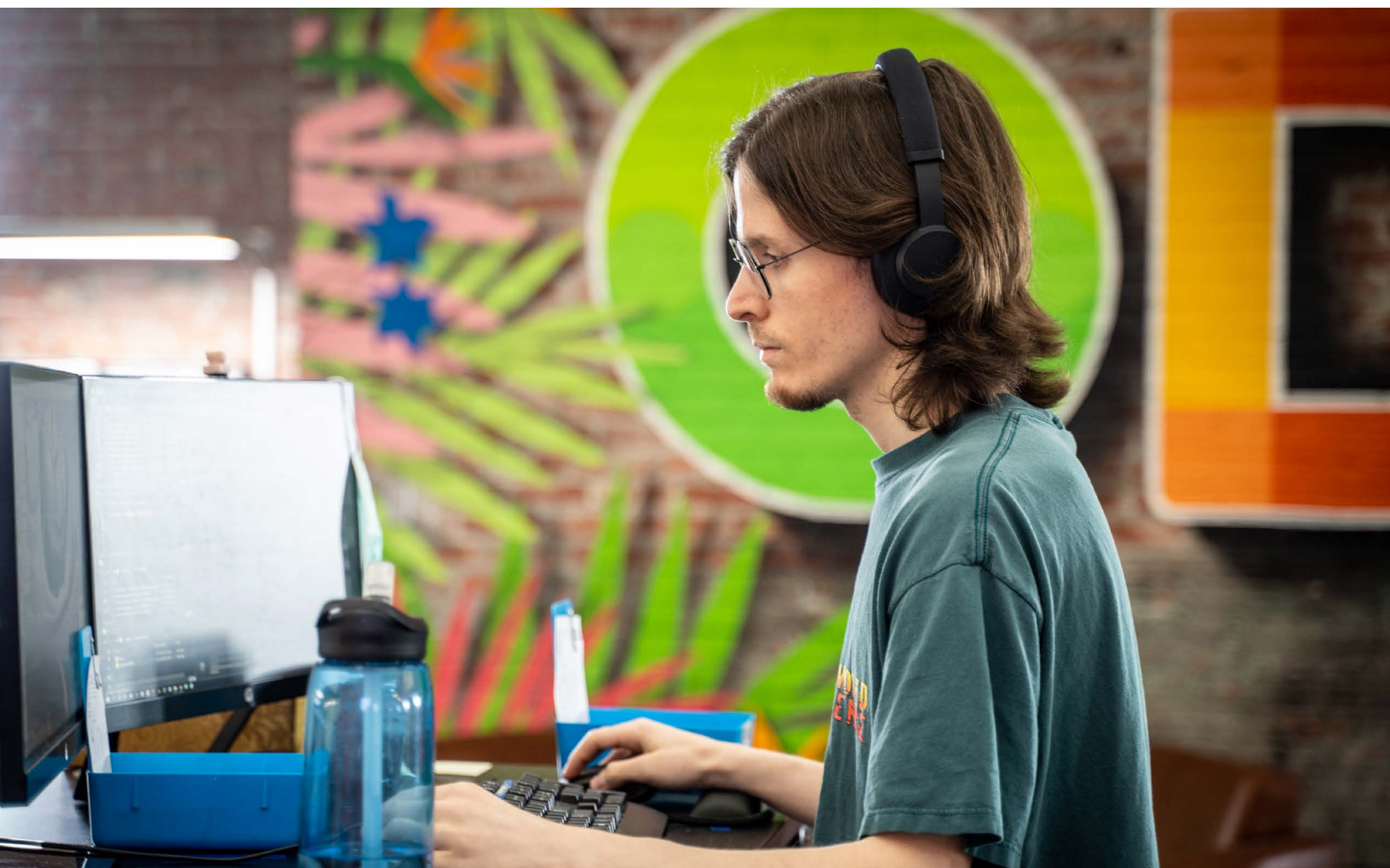
LEONE FASTBACK



LEAF SPRING SELF
ACTIVATED EXPANDER



MINISCOPE HERBST



BUT WAIT! THERE'S MORE. FIND MORE APPLIANCES HERE:



Our products

Removable appliances that actually fit.

The good ol' Hawley's – they're always a good reason to smile.

Scan through to explore these in 3D and get a good feel for what we can do.



HAWLEY WITH WELDED ADAMS CLASPS



HAWLEY WRAPAROUND



HAWLEY WITH BALL CLASPS



TRANSVERSE APPLIANCE



HAWLEY PHASE 1 RETAINER



SPRING ALIGNER



HAWLEY WITH ADAMS CLASPS



HAWLEY WITH WELDED C-CLASPS



BUT WAIT! THERE'S MORE. [FIND MORE APPLIANCES HERE:](#)

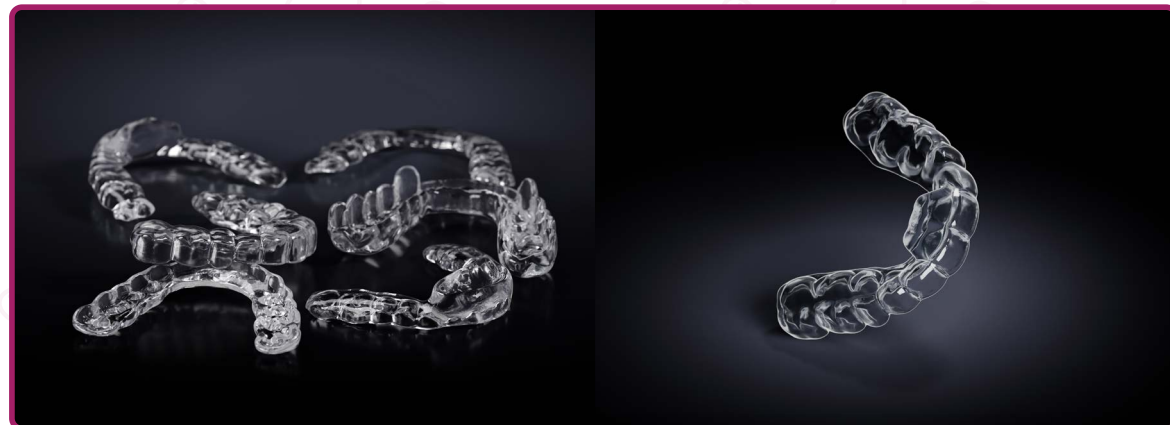


Our products

Accurate **digital splints and nightguards?**

You read that right.

3D printing has once again entered the chat – and for good reason. Our 3D printed Digital Splints are best-in-class with extreme accuracy thanks to Keystone's KeySplint Soft Clear, the leading material for comfortable, strong, and flexible splints (without being brittle).



Clinically studied, **KeySplint Soft Clear** has a high abrasion resistance for bruxers or for long-term use. Printed using our Carbon M3 printers, we're able to provide you with an extremely accurate splint that requires little, if any, adjustments chairside.

What does that mean for you? Splints can now be an easy add-on to any treatment plan to increase revenue without compromise. You can prescribe as a conventional nightguard or add features such as anterior guidance or a cuspid rise.



ODL

Our products

See [retainers](#) the Vivid way.

Best-in-class and invisibly cool, our Vivid aligners and retainers give your patients the confidence to smile big while you save even bigger.



VIVIDALIGNERS.COM



REMARKABLY CHEAPER, SHOCKINGLY SUPERIOR.

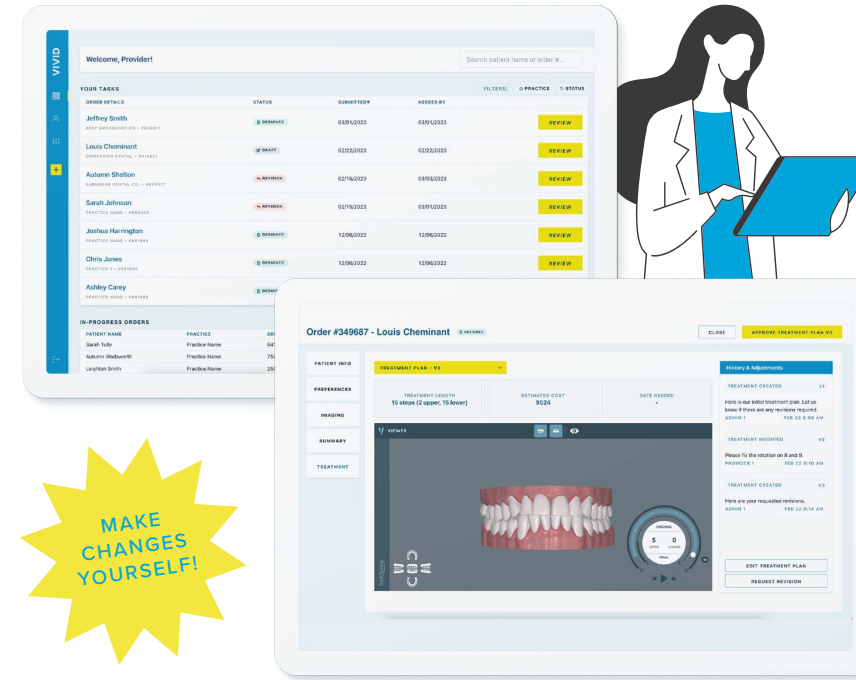
510(K) CERTIFIED.

ZENDURA FLX STRONG.



VIVID
ALIGNERS | RETAINERS

My VIVID Portal



MAKE CHANGES YOURSELF!

Vivid aligners are designed using our Vivid portal with software powered by Softsmile's patented VISION design engine. Every case submitted through VISION starts with cutting-edge AI and is double-checked by a real, certified Orthodontist so you know it's right the first time.

Oh, and our portal? Take matters into your own hands and make any changes you need right inside without having to wait for a tech to get to your case.

ONE VENDOR

Fewer invoices to manage, many more ortho solutions from established partners.

LOWER PRICES

We're incredibly competitive – especially around saving you and your patients money.

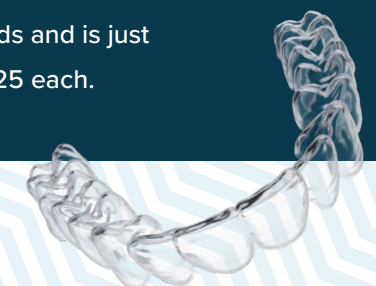
FASTER SHIPPING

Get your order in as soon as 4 days – that's the power of shipping straight from the lab.

LUXE
VIVID

Also available in Vivid LUXE. (AKA Zendura quality at Essix pricing.)

Give your patients better clarity, durability, and flexibility – up to 20% more across all in fact. LUXE is more clear than the corporate brands and is just plain more efficient for you with single retainers starting at \$25 each.



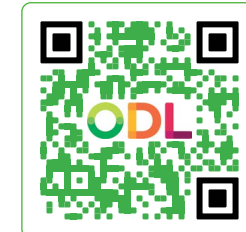
THE CONTROL YOU WANT WITH THE SUPPORT TO NOT NEED IT. THAT'S VIVID.

Homegrown
in Buffalo, NY

SHIFT

AN ODL PRODUCT

DISCOVER SHIFT, THE INDUSTRY'S FIRST
ALL-IN-ONE CLASS II CORRECTOR KIT.



[ODLORTHO.COM/SHIFT](https://odlortho.com/shift)

- ✓ MEASURING TOOL
- ✓ SHIFT BAR
- ✓ LOWER RETAINER
- ✓ BUTTONS
- ✓ ELASTICS

ALL-IN-ONE CONVENIENCE - REDUCED INVENTORY - STREAMLINED TREATMENT



Night guards as comfy as a cloud.



Custom Comfort

Nimbus Night Guards are tailored for a perfect, cloud-like fit.



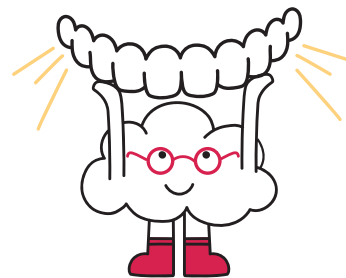
Durable Protection

Crafted to shield teeth from the pressure of night-time grinding.



Satisfaction Guaranteed

Backed by a 1-year guarantee for peace of mind.



ODLORTHO.COM/NIMBUS





An all new 3D-Printed RPE Experience.

Step into a new era of orthodontics with ODL Ortho Lab and the Infinity RPE, where cutting-edge technology and innovation help you up your patient care game! Embrace our mission to deliver exceptional quality, affordability, and peace of mind as you transform your practice.



STOP WORRYING ABOUT APPLIANCE DURABILITY

Fully 3D printed metal RPE frameworks eliminating weld points.



ELIMINATE THE NEED FOR MULTIPLE ADJUSTMENTS

No more Separators. Custom Cad/Cam design for the ultimate fit.



SAY GOODBYE TO UNCOMFORTABLE APPLIANCES

Perfect fit with an even more accurate appliance than before.

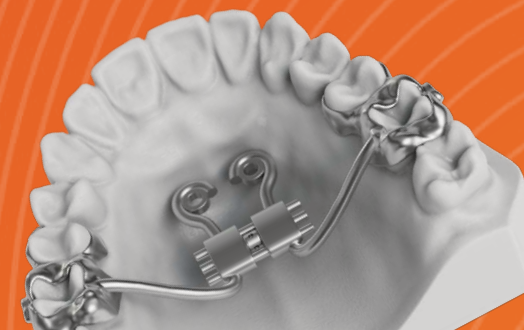
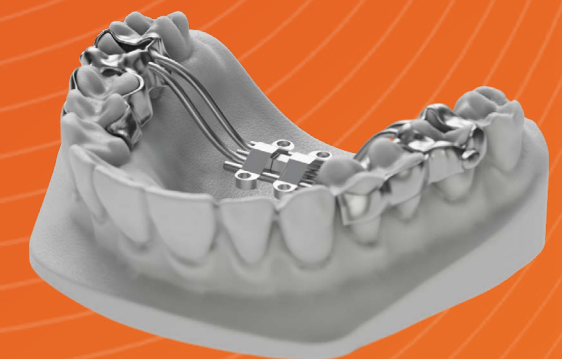


SUPER FAST TURNAROUND TIME

On time of it's free!



[ODLORTHO.COM/INFINITY-RPE](https://odlortho.com/infinity-rpe)



Custom looks good on you.

We believe in the patient experience. After all, it's why you're in this business, too.

We are proud to offer custom packaging options so that your brand and expertise (and even some jokes if you fancy) are front and center in your patients' hands.

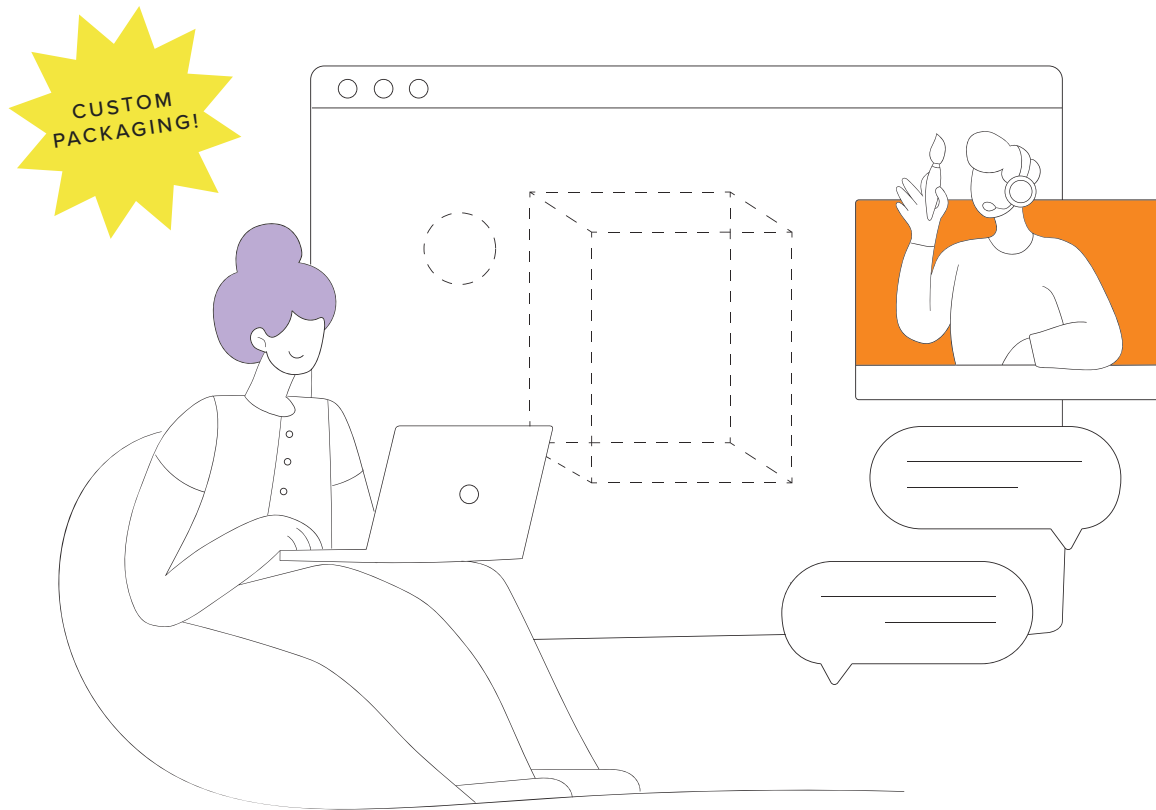


EXPLORE
CUSTOM PACKAGING



High-quality, expertly assembled, and always impressive, we can help you customize your take-home appliances. Whether you'd prefer to upload your own artwork or let us take over the design, we're here to make the process so seamless it fits in a little box.

Last, and certainly not least, you can use our own Vivid brand to make a splash! We're quite proud of it - you will be too as you hand it out.



Great partnerships make for big smiles.

We can't wait to see you
on this page soon, too.



"Awesome orthodontic lab. Easy to work with. Professional team. We never have problems with remakes, communication issues, or quality once we switched to ODL."

★★★★★ — Dr. Jordan Lambertson, Hello Ortho



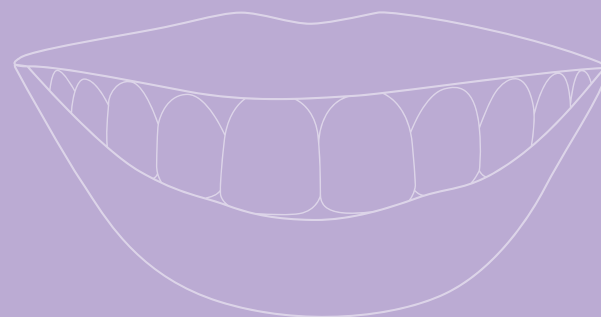
"We love ODL!! Their customer service is awesome and we have been really happy with their appliances. Would highly recommend!"

★★★★★ — Dr. Erin Walker, Walker Orthodontics



"Perfect fitting appliances, progressive approach, easy and on time appliance deliveries. In fact I use them and I'm in California. A little more in cost than other labs but you get what you pay for!!!"

★★★★★ — Dr. David Majeroni, Majeroni Orthodontic



"ODL plays a pivotal role in the quality of care we provide our patients. Their appliances are well designed and beautiful with an excellent fit ensuring patient comfort and a seamless appointment. It enhances both patient and doctor experience. ODL also provides phenomenal customer service and I would highly recommend them to my colleagues."

★★★★★ — Dr. Parul Taneja, Greater Boston Orthodontics



"I've been working with ODL for over 10 years in a 5 location practice which requires a fair amount of logistics to ensure our cases arrive on time every time. The quality of the appliances are always a caliber above the rest, and its super easy to get ahold of them should I have a concern."

★★★★★ — Dr. Matt Walla, Owl Orthodontics



"We love using ODL for our orthodontic appliances and retainers. Easy communication and well fitting appliances make life in my practice very easy. Highly recommended!"

★★★★★ — Dr. Jessie McGuire, Prosmiles Ortho



"By far the best lab I've ever dealt with as an orthodontist. I have been practicing for 11 years, and have dealt with a number of labs in my career. Once we moved to scanning and eliminated impressions I wanted to find a new, up to date lab for my practices... Mike Wright called me after I emailed the lab some general questions and answered all my questions... I've been using them every since, and have never had such great fit for all my appliances, included banded appliances. Their Vivid retainers are great with accurate virtual bracket removal. Easy Rx is a huge advantage for online Rx's as well. Above all however, the customer service is tops! If you need a new lab ODL should be your choice!"

★★★★★ — Dr. Douglas Palaganas, Great Neck Ortho

Would you mind if we got the last word?

After all this, we feel pretty close already. Here's the bottom line: We're ODL, we are proud of what we can do, and we think we can do it for you too.

This business is all about making others smile, but sometimes the day-to-day operations involve anything but. That's where you can trust us to be your partners in quality and production at every level or service. We're not just desk guys – **we're ortho lovers like you.**

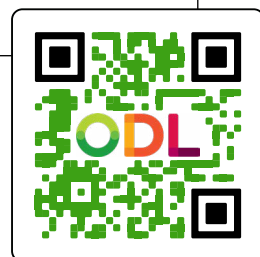
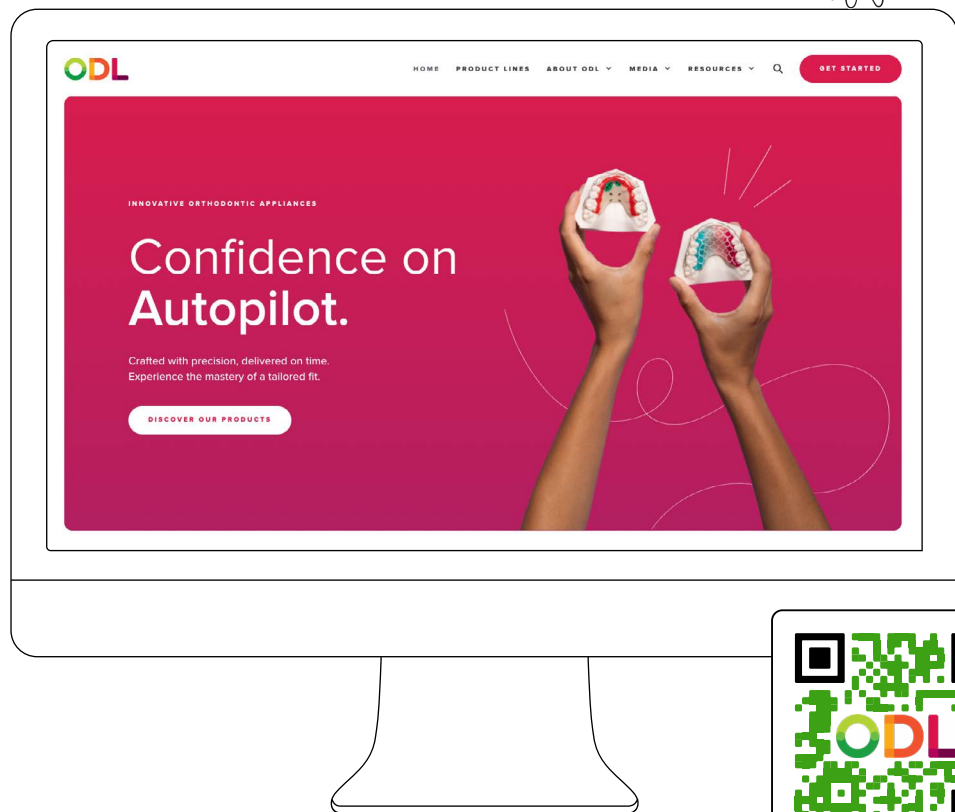


Let's see what we can do together.



GET STARTED





ODLORTHO.COM

Let's connect.



WE LIVE BY TEXTS
TO SAVE YOU TIME!
(716) 839-1900



PREFER TO CALL?
(716) 839-1900



QUICK LIVE CHAT
ON OUR WEBSITE







INFO@ODLORTHO.COM



ODLORTHO.COM



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