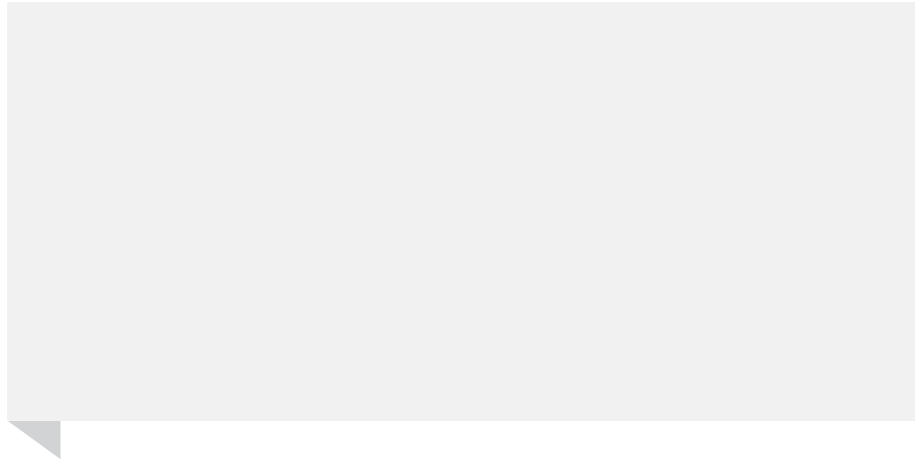


**INSIDE NEWS**

## Where Local Stories Reach the Global Orthodontics Community



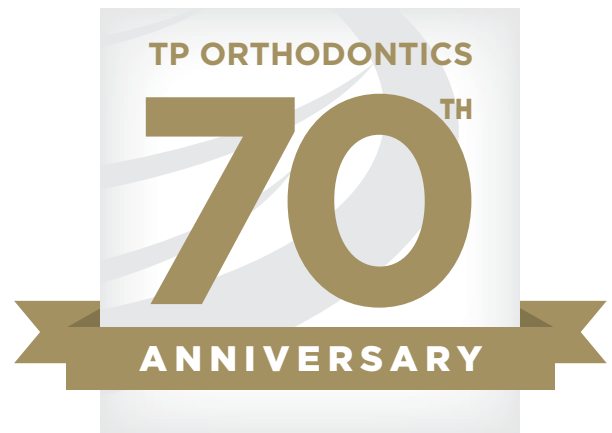
TP ORTHODONTICS

ANNIVERSARY ISSUE, SUMMER 2012

# INSIDE NEWS

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# Welcome to *Inside News*, Issue 7

**We know orthodontists do amazing things.** *TP Orthodontics, Inside News* is distributed globally and recognizes excellence, progress, innovation and passion from practices around the globe. Each quarterly issue prints in multiple languages and looks at orthodontists – your lives, practices, staff and patients.

In this special issue, we celebrate the 70th anniversary of TP Orthodontics and the commitment of orthodontists throughout the global community. President and CEO Andrew Kesling reflects on what seven decades in the industry means to TPO®. We feature the history and achievements of TP Orthodontics and our founder, Dr. Harold D. Kesling. Also, TPO thanks the most important people for their passion, dedication and support – our customers.

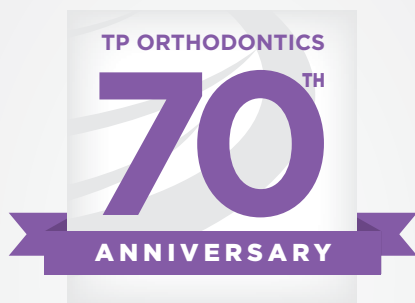
## HAVE SOMETHING TO SHARE?

*Is your practice unique? Do you have tips to share with colleagues? Are you doing something extraordinary outside of the office? Or have you changed a patient's life? Share your achievements with your peers around the globe. All submissions are responded to by the editor within five business days.*

Contact us:

- [editor@tportho.com](mailto:editor@tportho.com)
- 480-559-9443 (fax)

## TPO by the Numbers



70 years promoting progress in the orthodontics community.

# 15,000

precision engineered products distributed worldwide.



# 50

countries served with TPO products and services.



# Message from Our CEO

## Seven Decades and Five Continents, We've Only Started

This year, TP Orthodontics, Inc. celebrates 70 years of promoting progress within the orthodontics community. To commemorate this important milestone, we decided to honor the values that have been the foundation of our success; values that have carried us through our journey from our modest beginnings in a small workshop in La Porte, Indiana, to an international provider of over 15,000 products in more than 50 countries.

At TP Orthodontics, continually finding better ways to do things for orthodontists and their patients has always been our guiding principle. It's the principle we have built lasting relationships on with our customers, our business partners and each other.

Through this special newsletter issue, we're proud to show the ways our guiding principle and dedication have shaped TP Orthodontics and created progress throughout the global orthodontics community. Our commitment to promoting progress that began two generations ago - with my grandfather and his invention of the tooth positioner - continues today through the development of unmatched aesthetic treatment options and more effective clinical solutions.

At TP Orthodontics we believe your patients are our patients. Our products are designed for them, to make

them feel good about orthodontic treatment. We're continuously partnering with orthodontists to build on these efforts and we're looking forward to continually promoting the advancement of orthodontics for orthodontists and patients everywhere.

As you read this issue, I hope you enjoy learning about our history and the values that have brought us where we are today.

Warm regards,



Andrew Kesling  
Chief Executive Officer and President  
TP Orthodontics, Inc.

## TP Orthodontics Around the Globe

### Celebrating 70 Years

TPO business members and leaders from around the globe came together to celebrate the milestone at a special 70th Anniversary Reception.



TP Orthodontics International Leadership



TP Orthodontics Board of Directors

# History of TP Orthodontics

The innovative leadership that distinguishes TP Orthodontics as a company is embodied in our remarkable founder, Dr. Harold D. Kesling. Dr. Kesling was driven to envision, create and promote his ideas. His continuous “dreaming, then doing” has had a profound impact on our industry around the world, literally changing the practice of orthodontics.

## The Original Tooth Positioner

In 1942, Dr. Kesling created the first custom-made finishing appliance, the tooth positioner. The appliance shaped modern orthodontics, changing the way orthodontists treat patients. TP Orthodontics gets its name from this, its original product.



Dr. Kesling made his first tooth positioners with this S. S. White Steam Vulcanizer.

Dr. Kesling's appliance changed the way orthodontists approached treatment. Dr. Kesling and his partner, Dr. Robert A. Rocke, converted a small 15-by-30-foot garage behind their office into a modern orthodontic laboratory, launching the new La Porte Tooth Positioner Laboratories.



Dr. Kesling made the unprecedented decision to build one large office and laboratory complex. The new Orthodontic Center opened in 1959 housing the Kesling & Rocke orthodontic practice and TP Laboratories as the showplace for the latest innovations. TP Orthodontics has partnered with orthodontists as a trusted provider ever since.

## Ideas in Practice

Advancements in technology and aesthetic product design have positioned TPO as the partner of orthodontists around the globe. Over the last three decades, TPO has opened locations across five continents, including México, Europe, Australia, South Africa, Japan and China. Today, TPO's worldwide headquarters are located on 100 acres in La Porte, Indiana. Our 60,000-square-foot complex is the largest orthodontic facility in the world.

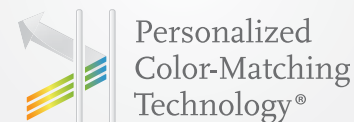


TPO Headquarters  
La Porte, Indiana

In the past decade, TPO has introduced orthodontists around the globe to unsurpassed aesthetics including InVu® Aesthetic Brackets that feature an exclusive Personalized Color-Matching Technology®. The technology blends the brackets to match each patient's unique tooth enamel.



InVu Aesthetic Brackets displayed on various tooth shades without photo enhancement.



This year, TPO launched the Click-It® Aesthetic Self-Ligating Bracket System also featuring Personalized Color-Matching Technology.

TPO products are internationally renowned for their unsurpassed quality, beauty and performance. TPO is committed to the founding values of our founder, Dr. Kesling – always delivering better, smarter and more effective solutions for the next generation of orthodontists and patients.

# Seven Decades, a Timeline



Today TPO provides a complete catalogue of aesthetic products, including the recent introduction of Click-It® Aesthetic Self-Ligating Bracket System featuring Personalized Color-Matching Technology®.

## Today

## 1990's



TPO offers flexible bonding pads for brackets

TP Orthodontics opens locations throughout Europe, México, Australia and Japan

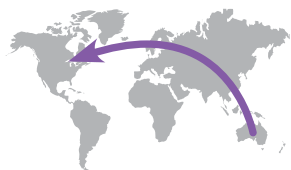


TPO offers preformed archwires and auxiliaries

The Pre-Finisher® Appliance is invented

## 1970's

## 1950's



Dr. Kesling visits Australia and brings the Begg Technique back to the United States

New laboratory location built, name changes to TP Laboratories

## 1930's



Dr. Kesling builds his first orthodontic office in La Porte, Indiana

Dr. Kesling goes to Loyola to achieve his MDS and meets his long time partner in practice, Dr. Robert Rocke

## 2000's

TPO introduces new products, including InVu® Aesthetic Brackets and Nu-Edge® Brackets

TP Orthodontics opens locations in South Africa and China



## 1980's

Company name change to TP Orthodontics, Inc.—new corporate headquarters established

Dr. Peter Kesling invents the Tip-Edge® bracket system



## 1960's

TPO offers the first bracket designed to be bonded directly to the teeth

TPO offers impression trays

## 1940's

Dr. Kesling invents the Tooth Positioner

La Porte Tooth Positioner Laboratories open





# We've Come a Long Way Together

Being able to boast a client base of thousands of orthodontists around the world gives us an extraordinary sense of accomplishment every day. Thank you to each of you for your business, your dedication and especially for your passion. The strides TP Orthodontics has been able to make are due in large part to your participation, support and responsiveness.

We would also like to extend a special thank you to our testimonial orthodontists. We are proud to share the expertise and experience of these doctors with their colleagues around the world.

## Our Testimonial Orthodontists



Charles Wait,  
DDS PC



Clifford  
Martin, DDS



Kevin Lucas,  
DDS



Bradley  
Nirenblatt,  
DMD PA



Denise  
Swasty, DDS



Chad  
Wright, DDS



Ira M.  
Schwartz, DDS



Harry  
Aronowitz, DDS



T. Richard  
Ziehmer, DDS



Deborah  
Ferrer, DDS

See what our testimonial orthodontists are saying about InVu Aesthetic Brackets at [InVu-Ortho.com](http://InVu-Ortho.com).

# 100% AESTHETIC CONTROL SELF-LIGATING

## Introducing Click-It® Aesthetic Self-Ligating Bracket System

Click-It is the premier aesthetic, self-ligating bracket system that puts you in total control. The unique, four-walled archwire slot adjusts to varying wire shapes, sizes and treatment objectives for optimum performance in every phase of treatment.

Unsurpassed aesthetics, hidden tie wings and fully concealed metal parts.



Personalized  
Color-Matching  
Technology®

Click-It features **Personalized Color-Matching Technology** for a look of total transparency. Brackets absorb wavelengths of light so only the natural tooth color shows.



Learn more at [ClickItOrtho.com](http://ClickItOrtho.com)  
or call 800-348-8856.

