



Premium Lab Partner for POP Members

POP × ODL

Welcome

Guide

Innovative orthodontic appliances.
Crafted with precision, delivered on time.



Dear POP Members,

On behalf of our entire team at ODL, I want to say how honored we are to be selected as one of POP's preferred lab partners.

Our family has been in orthodontics for five generations, and ODL has spent the last 30+ years serving orthodontists across the country with one simple mission: create orthodontic solutions that inspire a lifetime of confidence.

Many of you may already know us from your colleagues who “wouldn't switch from ODL” when POP partnered with other labs. That loyalty means a lot to us—and it's exactly the kind of long-term relationship we want to build with every POP practice.

As a POP Member, you'll receive:

- ▶ DSO-style pricing without sacrificing quality
- ▶ Fast, reliable turnarounds on fixed, removable, digital splints, and thermoformed retainers
- ▶ A boutique experience at scale—dedicated POP support, easy digital workflows, and hassle-free remakes when something isn't perfect

We're excited to earn your trust. If you're curious about working with us, even on a single appliance category to start, our team is ready to help you onboard quickly and smoothly.

Your patients are worth great appliances. We'd be honored to help you deliver them.



With gratitude,

Mike Wright

CEO, ODL Ortho Lab





Who We Are

Digital Orthodontic Lab with a 100+ Year Legacy in Orthodontics

ODL is a digital orthodontic lab built for private practices that value **precision, reliability, and ease of doing business**. Backed by five generations in orthodontics and decades of lab experience, we deliver custom appliances at scale—designed to fit, delivered on time, and supported by a team that stands behind every case.

A full-service digital orthodontic & dental lab delivering both traditional appliances and advanced digital solutions, including fixed and removable appliances, 3D-printed metal, VIVID retainers, splints, Casper, and more.

Rooted in orthodontics since 1902, with a family legacy that began with Dr. Frank Casto, one of Edward Angle's early orthodontic students, and continues today through multiple generations of leadership.

Over 40 years as ODL, founded in 1984 and grown from a small, family-run lab into a trusted national partner for private practices across the U.S.

National reach with a boutique approach, combining craftsmanship, modern technology, and relationship-driven service to support practices at every stage of growth.



Lead with
Humility,
Fail with Grace



Strive to
Hustle



Leave
Something
Better Behind



Look for
the 1% Win



Respect Every
Connection

Core Values

How We Help POP Practices Win

Custom at Scale

Boutique support with scalable consistency –

personalized onboarding, template development, and design collaboration, backed by systems built for repeatable, reliable results.

Built for high-performing private practices –

chosen as a POP partner because doctors and key opinion leaders already trust the quality, fit, and reliability of ODL appliances.

Precision through digital manufacturing –

3D design, metal printing, and AI-supported workflows that produce accurate, well-fitting appliances case after case.

Seamless Delivery

On time, or it's free

When we commit to a timeline, we stand behind it. If a promised turnaround isn't met, we take responsibility and work with you to resolve it quickly.

Easy to work with, start to finish

Text-first clinical support, EasyRx integration, digital prescriptions, and simple online billing—designed to reduce friction for your team and keep cases moving.

Reliable turnaround times you can plan around

Clear expectations, consistent performance, and predictable delivery across appliance categories:

- 3D-printed metal (+ MARPE & Casper): 10 days or less
- Standard fixed appliances: 10 days or less
- Hawleys and removable appliances: 8 days or less
- VIVID retainers and nightguards: 5 days or less
- VIVID aligners: 3 weeks or less

Pop It In and Go

Zero-adjustment philosophy

Appliances are built with a zero-adjustment mindset—engineered to fit predictably and minimize chair time.

Hassle-free remakes

If something isn't right, we make it right. Remakes are handled quickly and collaboratively, without unnecessary steps or delays.

*We Won't Stop
Until You're
Happy.*

POP Member Pricing Snapshot

This page provides a high-level overview of POP member pricing with ODL. Sample prices are shown for frequently used appliances. **The complete POP pricing sheet with full codes and details is included separately.** Snapshot prices include 3D model cost

Fixed appliances examples are priced with 3D custom bands. For traditional band prices, see the detailed price list.

APPLIANCE	REGULAR	POP	PRODUCT LINE SAVINGS
Infinity 3D RPE <i>(w/ or w/o tubes, facemask hooks, rests)</i>	\$209	\$159	24% Savings
Compact RPE	\$209	\$159	24% Savings
E-Arch / Arnold	\$190	\$144	24% Savings
Hanks / Miniscope Herbst	\$581	\$465	20% Savings
Casper Class II Appliance	\$499	\$399	20% Savings
Hawley w/ Ball Clasps	\$96	\$82	15% Savings
Hawley w/ 2 Adams Clasps	\$108	\$92	15% Savings
VIVID Clear Retainer <i>(Zendura)</i>	\$48	\$21	56% Savings
Custom Power Screw MARPE	\$599	\$500	12-17% Savings
Nimbus Nightguard <i>(digital splint)</i>	\$105	\$89	15% Savings



POP Shipping Advantage

Flat \$12 UPS 2-Day Air per box

Batch multiple cases in a single shipment

Lower effective shipping costs per appliance when batching cases



The full POP member price list, including all appliance codes and category-based pricing, is provided as a separate attachment and is also available through EasyRx and the ODL portal.

Getting Started as a POP Member

1 Activate your POP × ODL account

- ▶ Email info@odlortho.com or text us **716-839-1900**
- ▶ Mention “POP Member” so we apply your POP pricing profile

2 Set up EasyRx

- ▶ Submit cases digitally through EasyRx
- ▶ ODL covers your EasyRx fee for cases sent to us

3 We handle setup

Our team will:

- ▶ Connect your scanner(s)
- ▶ Build standard templates (RPE, Herbst, VIVID, Casper, etc.)
- ▶ Train your team via Loom or Zoom in 30–45 minutes

4 Send your first cases

- ▶ Digital: upload scans through EasyRx
- ▶ Physical: ship models using ODL labels and Rx forms

Support is simple

- ▶ TEXT OR CALL US ANYTIME: **716-839-1900**
- ▶ POP members are assigned a dedicated account manager by region
- ▶ Primary onboarding contact: **YAS FUKUCHI**
Text or email: YAS@ODLORTHO.COM
- ▶ You can also reach us through our contact form on our website



ODLORTHO.COM





POP × ODL Frequently Asked Questions

Q: I'm already an ODL customer and a POP member. What changes?

Your account is updated to the POP pricing profile. Your existing workflow, contacts, templates, and support remain unchanged. POP pricing replaces any existing discounts; discounts are not stacked. Get ready to save a whole lot more on your monthly bill!

Q: I'm a POP member but new to ODL. How do I get started?

Contact the POP onboarding team to activate your account. We apply POP pricing, connect EasyRx and scanners, build standard templates, and review submission steps. Most practices complete onboarding in a single short session.

Q: What submission methods are supported?

Submission methods supported are:

- Digital submissions: EasyRx (recommended), with integrations for major intraoral scanners
- Detailed submission instructions are available in the ODL Help Center.

Q: What are your typical turnaround times?

Typical lab turnaround times (days in lab) include:

- 3D-printed metal appliances (including MARPE and Casper): 10 days or less
- Standard fixed appliances: 10 days or less
- Hawleys and removable appliances: 8 days or less
- VIVID retainers and nightguards: 5 days or less
- VIVID aligners: 3 weeks or less

Outbound shipping is UPS 2-Day Air to most U.S. locations.

Q: How does POP pricing work? Are there volume requirements?

Active POP members receive preferred pricing by product category. Pricing is applied directly to your account and reflected on invoices automatically. There are no monthly volume minimums or tier requirements.



Q: Do I pay for EasyRx when submitting cases to ODL?

No. ODL covers the EasyRx subscription fee for cases submitted to us. You may continue using EasyRx for other labs as needed.

Q: How does shipping work for POP members?

Flat \$12 per outbound box via UPS 2-Day Air

- Multiple cases may be batched into a single shipment
- Shipping rates are not discounted but are below standard retail rates

Q: What if an appliance does not fit as expected?

If an appliance requires review, contact ODL support. We will evaluate the case and coordinate a remake or adjustment when appropriate. Our goal is appliances that seat properly with minimal chair-side adjustment. [See our warranty policy here](#)



Q: Which appliances are POP members submitting most often?

Common POP submissions include:

- Infinity 3D RPE and Compact RPE
- Casper Class II appliance
- Herbst and distalization appliances
- Hawleys and VIVID retainers
- MSE / MARPE and digital splints (Nimbus nightguards)

Q: Who do I contact with questions about a case?

POP members have access to a dedicated account manager and the ODL clinical support team. Questions can be submitted by text, phone, or email, including photos or scans when helpful.

Q: What happens if POP changes partners in the future?

Your ODL account remains active. POP pricing and benefits are tied to the POP agreement, but your account history, templates, and workflows remain intact.



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