

# Modern Arch:

Insider Innovation and High Quality at The Lowest Possible Cost For You

**N**o one knows the customized needs of a client better than their orthodontist does and Modern Arch knows what orthodontists need. That's because we come from a 40-year tradition of orthodontic care and supply sales.

Our company began through my father's passion for providing his clients with the best clinical care and experience possible. My father, Dr. Arthur Wool, DDS, began marketing his orthodontic devices and a few choice supplies for fellow orthodontists and dental professionals under the name Wonder Wire. This is where my sister Kim and I came in.

My name is Suzanne Wool. I'm the President and CEO of Modern Arch, and we've inherited more than my Dad's good business name! We've taken his passion for quality, innovation, and service to the next level.

Being initially instrumental in his second patented the Dual Dimension-Finishing Arch (our Tri-Sectional Arch), and naming the business, I developed my passion for orthodontics and the supply industry.

My bigger vision, however, was applying a Sam Walton philosophy within Modern Arch for the orthodontic supply industry. My latest patent pending, a Crimpable Retraction Loop, now joins our various additional patents, the Horizontal Dimple, the Zero-Bend Crimping or Elastomeric Plier and Silver Magic Crimpable Stop. Our Crimpable Retraction Loop is a simple chairside aid, and adds a unique addition to Modern Arch. That meant offering a wider variety of high quality products, selling in larger quantities and keeping prices down for you.

We run a full-service supply company with orders shipping within 24 hours carrying a full satisfaction guarantee. Ordering is a no-hassle process because we don't require our customers to open accounts with us first.

If you need assistance, you won't get lost in the shuffle. As a small to mid-level distributor, we've built an organizational structure that is customer-focused and able to supply your needs for clinical excellence. I stand behind my father's promise that our merchandise will always be of very high quality, at the lowest possible prices.

Check out our website at [ModernArches.com](http://ModernArches.com), where you can download our catalogue. Give us a call or



## INNOVATION AND QUALITY

- Large Selection
- Patented options
- Customized solutions
- High quality with system compatibility

## SERVICE

- No hassle ordering
- 24 hour turnaround on 99% of orders
- Full service and supply
- Lowest possible prices, always

**See us at the AAO 2019, Booth 2932, in Los Angeles!**

**Modern Arch** provides a full selection of products and patented designs that offer expansive and progressive solutions with great affordability. We promise you an outstanding buying experience with courtesy, product knowledge, and prompt delivery.

## Top Selling, Patented Products and Hot New Addition!!



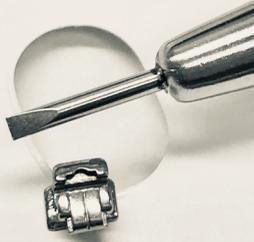
**Crimp “Magic Stops”**

- Soft crimping
- Holds tight on all alloys
- Available in 24K, MDW coated and SS
- Comfortable and esthetic



**Tri-Sectional Arch  
(Dual Dimension-Finishing)**

- Natural, Universal and European
- Useful with any brackets in treatment
- Personalize your alloy, dimensions, and length
- Zero or 20% torque options



**NEW—Xtreme Torquing  
Bracket Series**

- Self-ligating bracket
- Treat classes 1, 2 and 3 with ease
- Smooth finish
- Attractive pricing



**Zero-Bend Crimping  
Plier and Elastomeric  
Ligating Plier**

- Simply reach into all areas of the mouth
- Multiple uses
- Hardened 420 SS inserts for super long life
- Available in short or long handles
- Heat sterilize, no soaking in harsh chemicals



**Visit Us at AAO Booth 2932**

**Modern Arch**

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