

Company Profile:



**RMO®** has been involved in the Japanese orthodontic market since the early 1960's. In 1963 the J. Morita Corporation, the leading dental equipment manufacturer in Japan, started distributing RMO® products to the orthodontic market. In 1970 Sam Bulkley from RMO® and Michio Yamashita visited dental schools at Japanese universities throughout the country. They did product demonstrations which were enthusiastically received. Of particular interest at that time was the RMO® Spotwelder – an innovative product which helped improve clinical efficiency tremendously.

In 1973 Martin Brusse, President of RMO®, and Fukuo Morita, President of the J. Morita Corporation, formed their joint venture company called RMMC – Rocky Mountain Morita Corporation. After 37 years in business, this company continues as one of the leaders in providing orthodontic products and services to the Japanese market.

In the mid 1970s RMMC organized Advanced Orthodontic Courses with Dr. Robert Ricketts. This created a lot of interest in the Bioprogressive Technique. Dr. Carl Gugino also started giving courses organized by RMMC. Continuing Education became an important component of RMMC's success.

Over the years, RMMC has introduced many new products into the Japanese market. These include Orthomite – Superbond, Energy Chain™ (F.M. Ringlets), Synergy® Brackets (a low friction, light force fixed appliance system) and the Grace Bracket and Tube System (developed by Dr. Hiroshi Nezu and Dr. Kenji Nagata).

Since the founding of the joint venture company, RMO® and RMMC continue to work together and to share ideas. Each year representatives from both companies jointly attend the AAO (American Association of Orthodontics) and JOS (Japanese Orthodontic Society) Conventions.

RMO® is proud of what RMMC has accomplished, and looks forward to many more years of working together.

Martin & B.A. Brusse visited the J. Morita Manufacturing Corporation in 1970 for the JOS (Japanese Orthodontic Society) Convention.



Martin Brusse and Fukuo Morita established a Joint Venture company, Rocky Mountain Morita Corporation in Tokyo.



## HISTORY

1963

J. Morita Corporation started to distribute RMO® products in the Japanese market.

1970

Sam Bulkley from RMO® and Michio Yamashita visited Japanese universities to promote RMO® products. The demonstration of RMO® spot welders was enthusiastically received.

1977

RMMC started organizing Advanced Orthodontic Courses with Dr. Robert Ricketts in Tokyo.

1982

Released Orthomite Superbond for Direct Bonding into the Japanese market (first use of methyl methacrylate in Orthodontics).

1983

Released "Energy Chain™", also called F.M. Ringlets, into the Japanese market.

1989

Released an aesthetic bracket made from zirconia, Hi-Brace for the first time in the market.

1993

Released Synergy® Brackets, which combined low friction and low forces to improve treatment efficiencies.

1996

Introduced the Grace Bracket and Tube System (developed by Dr. Hiroshi Nezu and Dr. Kenji Nagata).

Haruo Morita was named President of the J. Morita Corporation. As part of his vision to position the joint venture as a leading company for many years to come, he appointed Yuh Yamazaki as President of RMMC.



Together they have implemented strategic changes to improve customer service, sales and administration. They work closely with Tony Zakhem, CEO of RMO, and Jody Hardy, President of RMO, during yearly meetings to make sure that their shared visions are integrated into the management of the business.



RMMC team introducing the Synergy System in Japan with Dr. David Saurez 2005



RMO®/RMMC Booth at recent JOS conventions



Yuh Yamazaki



Mr. Haruo Morita

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