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Artoss, Inc. Announces Hiring of Gabriel "Gabe" Ortiz as Director of Sales, Western Region

NanoBone expanding U.S. presence supporting commercialization

St. Cloud, MN, March 28, 2019 / -- Artoss, Inc. (St. Cloud, MN), a medical device company that is pioneering the use of advanced bone graft substitutes to treat multiple orthopaedic indications, announced the hiring of Gabe Ortiz as Director of Sales, Western Region. In this role, Gabe will be responsible for continuing the sales growth of NanoBone® Bone Graft in a thirteen-state region west of the Mississippi River and for identifying, training, and managing independent distributors in that region.

Paul Byerley, Managing Director of Artoss, Inc., the exclusive North American distributors for NanoBone in orthopaedic surgery, commented, "Gabe has a wealth of experience in building and managing orthobiologic sales organizations. He had nationwide responsibilities as Vice President of Sales for Prosidyan. Prior to that, he spent ten years with Medtronic building and leading the Biologics Organization in the West with sales of Infuse® Bone Graft and the complete allograft/synthetic product portfolio. We're pleased that Gabe recognizes the opportunity to represent the best standalone synthetic graft on the market and welcome him to Artoss."

"I am very excited to join the well-established and respected executive team of Paul Byerley and Jim Cassidy to continue to drive the tremendous momentum already established in the West," said Gabe. "I have been in the biologics space for over a decade and never have I seen such an incredible standalone product as NanoBone. I am humbled and honored to work with this team and utilize my extensive leadership experience in the biologics space to continue to take NanoBone to the next level!"

NanoBone has consistent and cost-effective outcomes in bone grafting in multiple orthopaedic indications. NanoBone achieves these outcomes with no preparation required, excellent handling for surgeons, creation of an osteogenic matrix within 14 days, and clinical and radiographic healing in as little as 8 weeks. The dramatic growth in NanoBone procedures further secures its growing market position as a leader in the bone repair space. There is growing acceptance by surgeons that not all bone graft substitutes are the same, given the rapid osteogenic matrix formation of NanoBone within 14 days.

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About NanoBone

NanoBone was first cleared by the Food and Drug Administration (FDA) in 2015 after having been successfully used in Europe for ten years. Clinical publications have identified bone graft substitutes as an increasingly important component of many orthopaedic procedures. Consistent healing in orthopaedic procedures is a significant unmet clinical need and one where NanoBone may provide an effective option.

NanoBone is a commercially available product in the U.S. intended to fill bony voids or gaps of the skeletal system (i.e., extremities, posterolateral spine and pelvis). These osseous defects are surgically created or the result of traumatic injury to the bone and are not intrinsic to the stability of the bony structure. NanoBone[®] SBX Putty resorbs and is replaced with bone during the healing process.

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About Artoss, Inc.

Artoss, Inc. (St. Cloud, MN) is a medical device company that is a leading distributor of bioidentical bone graft substitutes to treat multiple orthopaedic indications and is dedicated to the development of tools and products for effectively treating a variety of orthopaedic conditions requiring surgical intervention. The company markets, NanoBone Bone Graft Substitute, which gives clinical outcomes comparable to autograft with less postoperative pain and complications. Artoss, Inc. has an experienced management team with extensive experience in orthopaedic medical devices.