



NEWS RELEASE

Insulet and Pantone® Partner to Launch Omnipod® Mango in Vibrant New Palette

2025-09-18

- From Pod to Pantone: Omnipod Mango becomes an iconic color
- First of its kind collaboration celebrates individualism and a personal journey toward empowerment for people living with diabetes

ACTON, Mass.--(BUSINESS WIRE)-- Insulet Corporation (NASDAQ: PODD) (Insulet or the Company), the global leader in **tubeless insulin pump** technology with its Omnipod® brand of products, and Pantone®, the global authority on color and provider of professional color standards for the design industries, today announced the creation of **Omnipod Mango**, a bright and joyful tropical orange yellow. Omnipod Mango was uniquely selected to celebrate the radiance of the diabetes community and symbolizes Insulet's passion and commitment to improving the lives of people with diabetes and making it a smaller part of life.

Omnipod Mango breaks away from the world of traditional blues that dominate the medical and diabetes landscapes. An uplifting orange hue, Omnipod Mango embodies the feeling of liberation that its users, known as Podders, experience when wearing Omnipod—the only waterproof*, tubeless, and wearable insulin pump for people living with type 1 and type 2 diabetes. Omnipod has become a badge of pride for users, and the Mango color brings to life the freedom and self-expression it represents in diabetes management.

"Color has the power to differentiate a brand. Omnipod Mango is more than just a color—it is the bold, joyful and recognizable character of our brand and the community we serve," said Manoj Raghunandanan, Chief Growth Officer at Insulet. "By partnering with Pantone to create Omnipod Mango, Insulet has joined the ranks of iconic brands who have worked with the Pantone Color Institute to express their brand vision, reinforcing our commitment to making Omnipod not just a product people wear for their diabetes management, but a brand

people are proud to wear and that forges connection over shared experiences.”

By strategically incorporating this vivacious tone, Insulet established Omnipod Mango as the visual marker of its compassion and dedication to people living with diabetes.

“I’ve been living with diabetes for 15 years and using Omnipod for the last seven. I was so hesitant to have my diabetes on full display with a pump, but it has been the best thing,” says Podder® Kenny Benjamin. “The Omnipod community is so full of joy and wearing my Pod with pride has allowed me to engage with the type 1 diabetes community in ways I never would’ve expected—from shouting it out at the gym or while on a run to going up to someone at a bar to point it out. Omnipod Mango is the perfect representation of the Podder community: Bright, vibrant, and can’t be missed! Color has a powerful way of altering our moods and Omnipod Mango is a beautiful reminder of the strength of the diabetes community and that we belong!”

“Omnipod Mango is a vitamin enriched orange shade imbued with an energizing vibrancy, showcasing an attitude that is uplifting and liberating,” says Laurie Pressman, Vice President of the Pantone Color Institute. “Collaborating with Insulet to establish Omnipod Mango as its own unique color has been a meaningful project, showing how the power of color can foster connection, community, and a sense of identity.”

Putting forth an unapologetic expression of spontaneity and independent spirit, Omnipod Mango celebrates individualism and a personal journey toward empowerment. Omnipod Mango represents a community whose life gets bigger when diabetes gets smaller.

Insulet remains dedicated to advancing diabetes technology and improving the lives of people with diabetes. For more information, please visit <https://www.omnipod.com/innovation>.

About Insulet Corporation:

Insulet Corporation (NASDAQ: PDD), headquartered in Massachusetts, is an innovative medical device company dedicated to simplifying life for people with diabetes and other conditions through its Omnipod product platform. The Omnipod Insulin Management System provides a unique alternative to traditional insulin delivery methods. With its simple, wearable design, the tubeless disposable Pod provides up to three days of non-stop insulin delivery, without the need to see or handle a needle. Insulet’s flagship innovation, the Omnipod 5 Automated Insulin Delivery System, integrates with a continuous glucose monitor to manage blood sugar with no multiple daily injections, zero fingersticks, and can be controlled by a compatible personal smartphone in the U.S. or by the Omnipod 5 Controller. Insulet also leverages the unique design of its Pod by tailoring its Omnipod technology platform for the delivery of non-insulin subcutaneous drugs across other therapeutic areas. For more information, visit: insulet.com and omnipod.com.

About Pantone:

Pantone provides the universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone Products and Services to help define, communicate, and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion, and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more. Pantone B2B Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce certified Pantone Values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Learn more at [pantone.com](https://www.pantone.com) and connect with Pantone on [Instagram](#), [Facebook](#), [Pinterest](#), and [LinkedIn](#).

* The Pod has a waterproof IP28 rating for up to 25 feet for 60 minutes

©2025 Insulet Corporation. Omnipod is a registered trademark of Insulet Corporation. All rights reserved. All other trademarks are the property of their respective owners.

Investor Relations:

Clare Trachtman

Vice President, Investor Relations

(978) 218-0889

ctrachtman@insulet.com

Media:

Angela Geryak Wiczek

Senior Director, Corporate Communications

(978) 932-0611

awiczek@insulet.com

PantonePR@thedvpt.com

Source: Insulet Corporation