**Press Release**

GC at the International Dental Show

**Smart innovations for dental practices and laboratories – not to be missed**

**GC is a family-owned Japanese dental company that uniquely combines tradition and innovation. It has built a reputation for its extensive portfolio of cutting edge dental products and solutions, developed over nearly 100 years. At this year’s International Dental Show (IDS) in Cologne (21–25 March 2017), the dental specialist will present its latest innovations in the fields of preventive and restorative dentistry as well as in digital and prosthetic dentistry. Interested visitors will learn more about the features and performance of GC’s new product highlights at the GC booth in Hall 11.2, Stand N010/O029.**

With GC’s 100th anniversary coming up in 2021 and the future beyond that firmly in view, GC will take its customary approach at this year's IDS of presenting innovations and enhancements that cover many aspects of modern dentistry. GC celebrated its entry into the digital age at IDS 2015, and in view of its growing importance, GC’s digital portfolio will be in even sharper focus this year. A very special highlight will be the unveiling of the enhanced GC Aadva IOS intraoral scanner, which will be presented in live demonstrations.

GC, as a specialist in dental materials, will also present a variety of new materials for the dental practice and laboratory. For example, the well-known GC Initial ceramic line has undergone trendsetting enhancements that include GC Initial LiSi Press, which is a pressable lithium disilicate, and GC Initial LiSi PressVest, a speed investment for the ceramic pressing technique. Visitors will also discover the new leucite-reinforced feldspathic CAD/CAM block GC Initial LRF, and the advanced silicone relining materials GC RELINE™ II Soft and GC RELINE™ II Extra Soft. In our composite range, GC Essentia HiFlo and GC Essentia LoFlo are two fluid composites that offer a one-shade solution for all posterior indications and now perfectly complement the successful GC Essentia composite system.

The existing portfolio too, is cause for celebration: GC EQUIA, the glass-ionomer-based restorative system, marks its tenth anniversary, successfully combining – as it has from the beginning – easy handling with superior physical and aesthetic properties. Since the EQUIA concept was launched, GC has continuously improved its performance, for example with EQUIA Forte, which builds on the impressive performance of the original product and adds smaller, highly reactive fillers to the larger glass fillers.

All of GC’s innovations will be presented to the trade press at an exclusive IDS press conference on 21 March 2017. GC will also share exciting new insights at its booth in Hall 11.2, Stand N010/O029, as well as provide individual expert advice and an opportunity to exchange ideas with dental experts from various fields. Different “focus areas” will allow attendees to judge for themselves the performance of established and new GC products in live presentations and hands-on demonstrations.

We at GC believe a visit to IDS without a visit to the innovative GC stand is a dental opportunity missed.

And finally, GC once again invites all visitors to its “Happy Hours”, a show highlight fondly remembered from previous years. Come and join us in friendship at the stand, on Wednesday and Thursday, from 6pm.

**GC Europe N.V.**

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**Stand at IDS 2017:**

Hall 11.2

Stand N010–O029