**Corporate profile**

100th anniversary firmly in sight

**GC: investment in people and health for global impact**

In 1921, three young Japanese chemists established the GC Chemicals Research Laboratory in Ikebukuro near Tokyo, laying the foundation for GC Corporation. Today, this dental manufacturer is a multinational enterprise that employs more than 3,100 people across five continents and markets approximately 600 products in more than 100 countries. The European subsidiary, GC Europe NV, opened in 1972 in Kortrijk, Belgium and now has its headquarters in Leuven. In constant contact with dentists, dental technicians, dental dealers and other key partners, GC Europe offers high-quality products and training. In 2013, GC International AG was established in Lucerne, Switzerland, to coordinate the efforts of GC Europe, GC America and GC Asia in the development of new products from a central hub.

**GC’s philosophy of success**

The success of this family-owned business is based on solid principles: Its corporate philosophy, drawing from the Japanese wisdom of “Semui” and “No Kokoro”, calls for selfless and objective action, always putting the common good before short-term growth objectives. As GC Corporation rapidly evolves, its management also embraces continuity. For example, Mr Makoto Nakao, grandson of one of the company founders, served as Chairman on the GC Board for 42 years and has now handed the reins to Dr Kiyotaka Nakao President and CEO of GC Corporation, who will become Board Chairman on 1 April 2019. To mark his retirement from the Board, Mr Nakao established the Foundation Nakao for Worldwide Oral Health in September 2018, through the donation of his privately-owned GC Corporation shares.

**GC’s commitment to quality**

All of GC’s activities and products are designed to meet world-class quality standards. As a dental manufacturing company it has received numerous accolades for its quality management. For example, GC Europe was the only dental company in 2016 to receive the EFQM Excellence Award in the category of “Leading with Vision, Inspiration and Integrity”. In 2017 GC Europe achieved a Platinum degree in the Healthcare category of the EFQM Global Excellence Index. It has recently submitted its application for the 2019 EFQM Global Excellence Award. In addition, GC was ranked second at the prestigious 10th Quality Management Level Research awards in Tokyo in 2018. For a full list of GC’s awards and accolades visit www.gceurope.com/company/gce\_excellence/

**A century of GC**

In 2021 GC will be celebrating its 100th anniversary. To communicate GC’s continued contribution to the health and smiles of the people globally, the slogan “Smile for the World” was launched in February 2017.

To align its activities towards its greater purpose, the organisation’s internal campaign of Vision 2021, is summarised by its key message: “Since 1921 Towards Century of Health”. Over the past century, GC has been devoted to the development and provision of dental equipment, contributing to the health of all people. Moving toward its 100th anniversary, the company will strive to accelerate its efforts and has started a countdown to mark the last 1,000 days to February 11, 2021. This countdown can be viewed on GC’s website www.gceurope.com.

GC aims to become the best comprehensive dental care manufacturer in the world. And ultimately, through providing outstanding dental care equipment, its legacy is to encourage people all over the world to live well.

These goals are not intended to be achieved in isolation, GC actively engages in a range of partnerships and always invites collaboration and feedback in order to grow and improve. For example, the recent establishment of GC IAG in Lucerne, Switzerland, was planned to enable streamlined global communication within the company’s businesses and also external organisations. Another example is the continued collaboration of 20 years with the Dental School at the Catholic University of Leuven, Belgium, through the Toshio Nakao Chair for Adhesive Dentistry at BIOMAT.

**GC’s training priorities**

GC is particularly supportive of the careers of its associates (employees). To this end, GC has established the GC Europe Campus Meeting and Education Centre alongside a new Laboratory Training room at the GC Europe premises. Its continuing professional development activities target GC associates and are complemented by continuing education courses for dentists and dental technicians. To support and direct GC’s expanding business activities, GC Europe’s production, administration and logistics facilities are continuously expanding, for example with the construction of a new administrative building in 2013.

**GC’s product portfolio**

GC’s comprehensive portfolio of high-quality products in the areas of diagnosis, prevention, restoration and prosthetics covers all dental office and laboratory needs. The company is the market leader in glass-ionomer materials, with renowned products such as *GC Fuji I*,the glass-ionomer-based *GC EQUIA,* the innovative glass hybrid *GC EQUIA Forte and its most recent evolution, GC EQUIA Forte™ HT*. GC also has nearly a century of experience in the field of dental adhesive technologies, as exemplified by modern products such as the new *GC G-CEM LinkForce™* dual-curing composite cement and the *G-Premio* *BOND* light-curing universal adhesive.In addition, GC’s portfolio for dental technicians is continually expanding, pioneering products that encourage closer teamwork between dentists and technicians to create the best solutions for patients. Contemporary solutions include the award-winning GC Initial™ LiSi Press and the popular *GC Gradia® Plus* lab composite.

For several years now, GC has made its mark in the field of digital dentistry. At IDS 2019 GC proudly introduces the latest generation of its intraoral scanner, *GC Aadva*® *IOS 200 and the fully automated GC*

Aadva® ALS 2 Lab Scanner with Intuitive Scanflow and high-quality dual camera system. The scanner has a Hybrid Feature that enables the automatic merging of both scans after scanning the model and the impression. In addition, its Smart Feature ensures that with the use of object-specific scan strategy you will never have to do rescans. Finally, its Occlusal Feature simple, provides a fast and accurate technique to digitalise the centric occlusion using three reference points.

GC is also a materials specialist and as such has advanced CAD/CAM materials on offer, for instance the new *GC* *Initial LRF* leucite-reinforced feldspathic CAD/CAM block, the *GC CERASMART™270* hybrid ceramic block.

GC’s campaign for **MI**

As a pioneer in glass-ionomer materials, GC has championed Minimally Invasive Dentistry in the industry for many years. In addition to offering groundbreaking products for MI treatments such as *GC Tooth Mousse*, *GC MI Paste Plus* and *GC Fuji TRIAGE*, the mission of GC is to promote dentistry as a whole. GC’s commitment in this field resulted in its launch of the MI Advisory Board, a panel of European dental experts, in 2008. Over the past decade, GC has developed, together with these professionals, a special MI Treatment Plan (MITP): a concept for dentists that defines and outlines the practical and patient-oriented solutions for MI treatment. The plan includes individual treatment aids from diagnosis and prevention to restoration and recall, taking into account patient age as well as the special needs of vulnerable groups such as pregnant women, the elderly and patients with physical or mental limitations.

Having celebrated its 95th anniversary in 2016, GC now has its 100th anniversary in 2021 firmly in sight. This family-owned and family-focused organisation reaffirms its commitment that all of its products must make a contribution to dental health, enhancing the quality of life for people around the world. Our “Smile for the World – since 1921 towards a century of health” will help make the 21st century a century of good health!

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