**Press Release**

Happy 15th, GC Initial!

**GC Initial Ceramics go “on Tour” with practical Master courses all over Europe**

**This year, GC Initial is celebrating its 15th anniversary. This unique all-round ceramic system offers dental technicians a high degree of flexibility and a wide range of applications, from monochrome to bio-aesthetic restorations. During the coming 15 months, hands-on courses will be given all around Europe by renowned dental technicians. We would like to invite you to celebrate with us and take you with "GC Initial on Tour" for an unforgettable experience!**

Fifteen years ago, the GC Initial line emerged from a bold and aspirational vision: to enable the dental technician to obtain the desired outcome for each restoration with the same systematic approach, whatever restoration type created or process used and without any compromises in quality. Each GC Initial ceramic is adapted to meet the needs of its particular fabrication process and framework, such as its coefficient of thermal expansion, adhesion and shading. This unique concept lies on the basis of its success; dental technicians who’ve experienced working with GC Initial are particularly fond of it because of its maximum technique tolerance and ease of use, since an identical colour system and processing technique is used for all types of ceramics. This ensures a high reproducibility and reliability, which will increase effectiveness and reduce time and costs.

**From economical to high-end solutions: explore all possibilities**

What’s more, the GC Initial product portfolio – from IQ One Body

to Initial Expert – enables dental labs to calculate differentiated prices and exercise a high degree of flexibility. For each case, the grade of individualization can be adapted to the demands and needs of each customer without having to make sacrifices in terms of material quality. Pink aesthetics are also covered with a wide range of gum shades, which is particularly interesting for labs that deal with a great share of implant cases.

**Let’s Initialise together!**

Are you curious about GC Initial and do you want to experience this unique, intuitive ceramic concept yourself? Or are you already working with Initial, but you want to discuss day-to-day challenges and exchange useful tips and tricks? Meet the experts and get inspired!

Check for upcoming courses on the “GC Initial on Tour” website:

[www.initialontour.com](http://www.initialontour.com)

Select your location, lecturer and/or topic of choice and come ‘Initialise’ with us! Don’t wait too long to subscribe; the number of participants is limited in order to provide every technician an optimal hands-on experience.

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