**Press release, Feb 2018**

**Further expansion of GC International in Lucerne, Switzerland**

For the past 97 years the Japanese company GC has been recognised, by both dentists and dental technicians, as a provider of consistently high quality products and services. The privately-owned company’s expansion into Europe began 50 years ago. To promote the organic integration of the three major basic functions in Japan and to support the multinational activities in the global market by adapting to local needs, in 2013 GC established GC International AG in Switzerland. It is a new platform, leading all GC activities in Europe, USA and Asia.

**In April 2018, GC International AG will rent new facilities in Lucerne, Switzerland.**

Similarly to all other GC subsidiaries, the almost 2 500 sqm office will promote synergy and the flow of creative inspiration throughout. It will be open space with dedicated meeting places, showroom and training centre, which will be officially opened in April 2019.

The layout of the space will follow the Japanese concept “Ba: creative space”. It aims to achieve a communication Loop and realise a new “Ba” in the facility. “Communication Loop" is a concept based on the conviction that free interactions help trigger innovative ideas, while the concept of "Ba" is the logic that can help bring information as well as generate energy in the Nakama: the GC Associates.

In order to further recommit to the company values – accountability, diversity, flexibility, productivity, initiative - GC will implement one SAP for its overall business and technological enterprises and a global evaluation system for its associates. Worldwide, the company employs more than 3100 associates.

Despite its half-a-century worldwide expansion, GC has retained its identity and sustained its commitment to excellence.

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