**Press Release**

**An outstanding IDS 2019: a retrospective**

For this 38th edition of the IDS, the famous Japanese architect Kengo Kuma created an entire new booth design for GC. It was praised by the many visitors, customers and press, who took pictures of the booth and shared on social media.

There was a high turnout, with people interested in the latest innovations by GC. “There is an increased interest in complete solutions brought about by the high work pressure in contemporary labs and practices,” said Josef Richter, COO and President of GC Europe AG. “GC accommodates these practitioners with its newest digital developments, integrated services and a complete portfolio of products that are well adjusted to each other, sparing them from wandering around; everything that is needed can be found at the same place, with clear information and instructions for even the most complex situations.”

The Aadva Lab Scan 2 and the Intra Oral Scanners (IOS 100 P and IOS 200), for lab and intraoral use, respectively, attracted extra attention. The digital solutions will be further expanded in 2019 with new 3D Printers to be added to GC’s digital portfolio.

At IDS 2019 again, internationally renowned dentists and technicians shared their experiences with the visitors at hands-on workshops and in the speaker’s corner. Contemporary topics, such as molar incisor hypomineralisation, injection moulding techniques, high strength lithium disilicate aesthetic restorations and different luting alternatives as well as tips and tricks in the collaboration between laboratories and dentists were addressed.

The IDS is also a great place for networking with colleagues. The busy chats during the breakfasts and the Happy Hour at the booth created a festive atmosphere. After the International Trade Commission in the USA dismissing the allegations of patent infringement by one of our competitors shortly before the IDS, it became a hot conversational topic, with lots of praise for Initial™ LiSi Press.

Next to the professional content, visitors put their best smile forward, hopping in the photo booth and taking the most original Smile for the world photos. Many also tried their luck in the bike contest, to win a completely personalised bicycle: the lucky winner will be notified soon!

And for those who gave IDS 2019 a miss, it will be back in 2021 again. GC will celebrate its 100th anniversary then! We hope to see you there!

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