Press release, March 2023

**GC will have a remarkable presence at the 40th edition of the International Dental Show, IDS 2023. Under the motto “Best of both worlds”, the company sets new standards with its latest analogue and digital workflows, resulting from a history of 100 years of quality in dentistry and creating new value for customers in a digitally transformed future.**

With over 100 years of history, GC reinforces its commitment to improve oral health worldwide. The 40th edition of IDS, a remarkable milestone celebrating 100-year of partnership with the dental industry, is the ideal scenario for GC to showcase its latest innovations.

An advanced portfolio of materials, equipment and software will be presented as end-to end workflows. A key highlight will be on new digital equipment and related chairside and lab workflows. With it all, GC will show its expertise in the best of both worlds.

*“Over 100 years we have dedicated ourselves to improve oral health worldwide with our innovative and high-quality products. We are thrilled to be this year again at IDS to celebrate its 100-year success story that has positively marked the progress of dental industry.”* Says Dr. Kiyotaka Nakao, President & Chief Executive Officer GC Corporation / GC International AG.

With its SEMUI philosophy ‘True products are made for the good of others, not for our own sake’, GC strives to recognize and understand the needs of dental professionals and deliver effective and customer-centric solutions.

All dental professionals are invited to experience the benefits of the new GC’s workflows and solutions at the booth during hands-on courses and lab demos. Additional booth experience will include internationally renowned dentists and technicians daily presenting on current topics of interest on the stand at the speakers’ corner.

**Visit GC booth at IDS and learn more about this product: Hall 11.2, stand N 010 - O 039**

**GC Europe N.V.**

Interleuvenlaan 33 3001

Leuven, Belgium

Phone +32.16.74.10.00

[https://www.gc.dental/europe/](https://www.gc.dental/europe/en/member/login)

marketing.gce@gc.dental