



Michael Brüsch trained as a dental technician from 1976-1979, after which he was completed his Master dental technician laboratory director focusing on all-ceramic all-ceramic materials. Brüsch is an international adviser and course presenter all-ceramic restorations. He has become well-known for his exceptional 3D

He is an active member of the German Association for Aesthetic Dentistry (DGÄZ) and the Dental Excellence-International Laboratory Group and has been a specialist subject of all-ceramic and biomaterials and

## ears the birth and evolution of a highly innovative class

## By Michael Brüsch, Germany

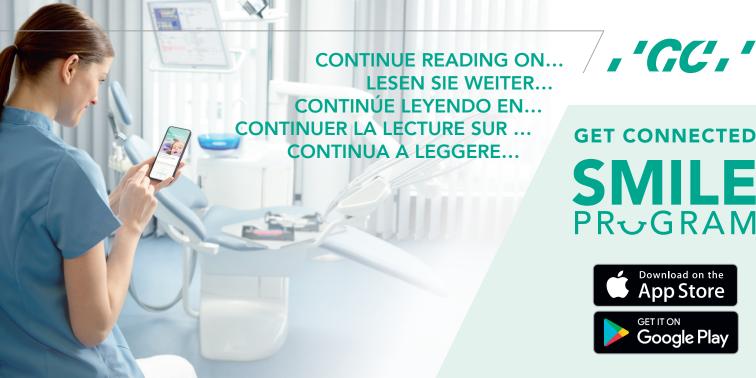


The GC Initial™ Ceramic line is celebrating its 15 year existence this year, with success by the millions and, above all, countless enthusiastic devotees.

The idea of this ceramic range was born much earlier. In late 2001 a very small team of experts came together with the aim of gauging the possibilities for a new, all-embracing ceramic system. At the time, the prevailing European dental market was already more predatory than a growth market, so a highly exceptional concept was called for.

Meticulous analysis of the veneering ceramics market revealed a shortcoming of all the ceramic materials hitherto developed: they were not suitable for universal use. There was no ceramics manufacturer at that time providing dental technicians with a system for all possible framework materials that was cohesive, practical and, above all, user-friendly.

Ceramists were often compelled to process materials from a wide variety of suppliers which each needed to be handled differently. The expenditure in terms of time, money and failure management was correspondingly high. We wanted to bring this time that practitioners needed to constantly rethink and switch products to an end.





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