**Press release, March 2019**

**GC unveils a brand new Customer Loyalty Program - first of its kind among the dental industry**

**The Get Connected “Smiles Program” is accessible via a mobile application. It puts GC at the frontline of knowledge digitalization and innovation.**

At the beginning of March 2019, GC’s Customer Loyalty Program became available for download from Google Play Store and Apple Store. It’s advantages for subscribers are the access to GC’s entire product portfolio, the extensive library of articles, videos and webinars, the instant sign in for hand-on demonstrations, trainings and earn “smiles” for participating and many more.

The program has four levels: everyone starts as a Basic member, then progresses to Plus membership and up to Premium level. The most committed participants are invited to become Platinum members.

**The aim of the program is to allow dentists and dental technicians to easily learn and share information.**

One of the biggest challenges for the dental professionals nowadays is the constant demand for up-to-date information on product innovations. With the Customer Loyalty Program at their fingertips that will no longer be time-consuming and conditional on the circumstances. The information will be available on demand on their mobile phones, tablets and, soon, on their desktop devices.

**Visit us at the IDS 2019, Hall 11.2 Stand N-010 O-029 for further information and live demonstrations.**

**GC Europe N.V.**

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