**Press Release**

**GC focuses on quality, aesthetics and ease of use**

Coming closer to the company's 100th anniversary in 2021, GC comes forward with an entire new booth design at IDS 2019, which is definitely worth a visit on its own. It is from the hand of the famous Japanese architect Kengo Kuma, who also designed the New National Stadium in Tokyo for the Olympic Summer games held in 2020 and many other famous buildings all around the world. With its challenging, unexpected design, in line with the Japanese tradition and aspiration for quality, it creates the perfect setting to represent GC.

At the booth, visitors can also receive further information on the latest extensions to GC’s product portfolio. The latest material innovations in ceramics, resin composite and glass hybrid technology will be shown, as well as the newest CAD/CAM and digital solutions. A preview of the product highlights will be shown at GC’s exclusive press conference, held on Tuesday. The benefits of GC’s products can be experienced first-hand during the hands-on courses and lab demo’s held at the booth. Additionally, internationally renowned dentists and technicians will daily present on current topics of interest on the stand at the speakers’ corner.

To complete the IDS experience and create a pleasant atmosphere, there is also some entertainment at the booth. The early birds can enjoy a nice breakfast at the booth, each morning from Wednesday to Saturday. Wednesday evening, visitors can enjoy a cold beer while catching up with colleagues during the popular happy hour. And just for fun, there will be a contest with customised bicycles to win, a photobooth and many other things!

GC Orthodontics, GC TECH and ZL Microdent are also present with their latest product highlights at IDS

Discover it yourself! We look forward to welcoming you at our stand located in hall 11.2, stand N010-O029. Come and explore the dental future with us!

See you soon!

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