



**Michael Brüscher** trained as a dental technician from 1976-1979, after which he was employed as a dental technician working mainly with gold and ceramics. In 1986 he completed his Master dental technician degree in Düsseldorf and then became a laboratory director focusing on all-ceramic restoration work. In 1989 he set up his own, privately based dental laboratory specialising in functional and aesthetic prosthetics with a focus on multichromatic-additive veneering techniques for composite and porcelain, precision fabrication methods for crowns, inlays, onlays and veneers made from composite and all-ceramic materials. Brüscher is an international adviser and course presenter for workshops on system-coordinating all-ceramic restorations. He has become well-known for his exceptional 3D presentations.

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 in Dental Techniques at EDA since 2008. He is considered to be an authority on the subject of all-ceramic and biomaterials and functional restoration work and regularly presents workshops and publishes papers.

# 15 years Initial™: the birth and evolution of a highly innovative class

By Michael Brüscher, 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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