

**GC**  
FIRST IS QUALITY



A message from M. Nakao, president

With continuing help and support from a great number of people, GC Corporation will soon be celebrating its 80th anniversary. Even though we have not always taken the easy path to get here, we have established a firm position in the world dental market as a company practicing the 'Quality Comes First' philosophy with the devoted help and support of our Associates.

In 1921 three young chemists started developing and manufacturing dental

FDI Congress.  
Palais des Congrès, Paris  
Floor 1, Booth T 10

# GCspecial

GC's 80th Anniversary Serving Dentistry World Wide

the East and also to the 'Golden Rule' in Christianity, which I believe is the original form of customer satisfaction. At GC, the 'Spirit of Semu' is practiced routinely everyday by all GC associates around the world.

The second area is that within all GC Groups we are strongly encouraged to be part of GQM (GC Quality Management) aiming to practice the 'Quality Comes First' philosophy. We try to make daily improvements, innovate and deliver quality products, information and service that satisfy all of our customers' requests.

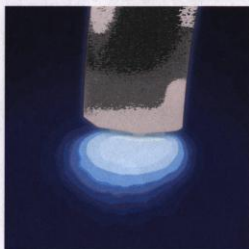
The year 2001 is the start of a new millennium and the GC Group will celebrate its 80th anniversary. The GC

The story began with the target of producing a zinc phosphate cement, and this eventually became the company's first marketable dental product. In 1960, it also became the first GC product to be exported.

Dental cements soon expanded into modelling compound and impression materials. Many other products followed including dental wax, refractory products, filling materials, artificial teeth, precious metals, and equipment, all of which were sold internationally. This comprehensive list of products took many years to develop but now the GC product line numbers over 350 dental items.

in three major facilities based in Japan, the United States of America and Europe. From its headquarters in Tokyo to its porcelain and tooth factory outside the city of Nagoya, to its ultramodern gypsum and cement factory at the base of the mount Fuji, GC distributes its products around the world.

In 1990, GC Corporation acquired the former Coe Laboratories Inc. of the United States. In January 1992, this was amalgamated with the previously established local GC Company and the combined organisation now operates out of their Chicago headquarters, as GC America Inc. selling both GC and Coe products.



## GC e-Light

A revolution in light!  
The end of conventional light polymerisation lights!  
The annoying problems associated with current light polymerisation units such as bulb failure, heat generation, and a gradual loss of light intensity, will soon be a thing of the past, thanks to the introduction of a revolutionary new light polymerisation light from GC EUROPE N.V. The new light avoids these problems by using advanced LED technology or Light Emitting Diodes instead of conventional technology. The bandwidth of the new GC light covers every

conceivable method: conventional polymerisation, soft start polymerisation, rapid polymerisation, pulsed polymerisation, and so on. The light is also easier to use and gives more reliable results as so-called curing profiles of existing and future VLC materials can be installed directly into the light either via the internet, a memory card or bar codes. What is more, the light has no fan to breakdown or cable to get in the way. The new GC light will be launched just prior to the International Dental Show in Cologne in March 2001 - see it before, or see it there!

## GC EXAJET

NEW GC EXAJET - the world's first impression material designed to work in combination with GC trays to give the best impressions ever.

No matter how expert your technique, achieving an accurate impression depends on using the right impression material with the right tray. After all, the tray forms the foundation for whichever material is used and so to give the best result they must work together as an interdependent system.

Neglecting this principle is, perhaps, one reason why independent surveys have shown that around half of all impressions are 'not good enough' to create satisfactory restorations.

That's why, in addition to our renowned GC EXAFLEX and GC EXAMIX materials, GC Europe N.V. has developed new GC EXAJET, the world's first A-silicone tray impression material specially designed to work as a complete system with GC Impression Trays. Available in handy, no-mess foil pouches which fit modern dynamic mixing units, new GC EXAJET when used in combination with the right GC Tray give impressions of such precision you have to see it to believe it! GC EXAJET is available in two different settings, a fast version for the putty-wash and a normal set for the double-mix technique. To assist with choosing the correct tray, GC has published a comprehensive guide to tray selection.

For information on new GC EXAJET, please visit our booth T10, Palais des Congrès, First floor.



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