

GC America Company Profile

GC is a leading private manufacturer of professional consumable dental care products and one of the fastest-growing dental companies in the world. Through decades of product innovation, research and development, and world-class manufacturing, GC has reinforced its commitment to partnering with dental professionals and promoting oral health for all. On February 11th, 2021, GC celebrated the 100th anniversary of the company's founding in Japan in 1921. As a privately-owned, global company, GC enters its 100th year with a renewed commitment to its ideals as a workforce and legacy that honors its founders.

GC's Mission

As an innovative dental company, GC America is committed to continuing the constant research and development necessary to achieve breakthroughs in dentistry. The fundamental aim of GC is to develop products that not only exceed worldwide quality standards but also ensure that the global environment – and consequently the world population – will be better protected. Following on from this proud tradition, GC's goal is to ensure that the 21st century will be the century of health.

The Philosophy of "Semui"

Through dentists, technicians, hygienists, and other dental professionals around the world, GC's quality dental care products make a major contribution to people's health. GC makes an everyday commitment to follow the company's philosophy of "Semui," which is a notion that constitutes the core of the so-called *Kannon Sutra*. To explain this concept using modern terms, it is a way of life by which one rids oneself of selfish thoughts and puts oneself in the situation of others. Doing everything by thinking from the standpoint of others ultimately helps the individual live a good life. As a dental product manufacturer of global standing, GC constantly seeks to produce original products that are patient-friendly and fulfill their unique needs, while at the same time taking great care to minimize the impact of manufacturing processes on the environment.

Award-Winning Total Quality Management

In October 2014, GC America was awarded the prestigious Deming Prize, the oldest and most widely recognized Total Quality Management (TQM) award in the world. GC America is the first dental company in the United States and only the fourth company in the United States to earn this award. GC Corporation in Japan acquired the Deming Prize in 2000 and the Deming Grand Prize (former Japan Quality Medal), the highest prize of quality management in 2004.

The Deming Prize is presented to an organization that has implemented TQM at its highest level. TQM is a set of systematic activities carried out by the entire organization to achieve the organization's objectives effectively and efficiently, to provide products and services with a level of quality that satisfies customers.

Hands-On Continuing Education

GC America understands the all-important role that education and training play in advancing dental techniques that leads to successful patient treatments, which is why we are dedicated to

providing the highest quality of dental education. From dentists to hygienists, to assistants, to lab technicians, GC America offers programs to benefit each aspect of dentistry.

Opened in 2019, GC America's state-of-the-art education center boasts a lecture hall that fits over 100 attendees (in non-pandemic times), as well as a training lab with 16 fully equipped working stations and an instructor station. GC hosts top educators in the dental industry so that all attendees can improve their knowledge and skills. GC also provides many online education courses, both live and on-demand, to cover a variety of topics for all dental professionals.

GC is a globally recognized leader in the dental industry and is fully committed to optimizing patient health. GC America strives to provide its customers with improved customer service, more sales, and technical support needed to ensure the absolute best results for both businesses and patients.

To learn more about GC America, their educational programs, and award-winning products visit www.gcamerica.com.