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Vision

GC's vision is firmly rooted in its history as a 4th generation family-owned company, originating in Japan in 1921. Over the decades GC has worked tirelessly to create leading edge dental materials, refining their indications and finding new solutions that will boost the productivity of dentists while benefitting the health of their patients. As a result, GC has been transformed into an oral healthcare company with a remarkable global impact.

Established in 1921 and starting out with a single dental cement, which initially failed to establish itself in the market, GC has developed a culture of continuous improvement, overcoming obstacles through persistence and commitment to excellence. Today, GC is a leading dental materials company, manufacturing over 600 products, ranging from minimally invasive dental pastes, high quality filling materials through to world-renowned dental cements, which are sold in over 100 countries.

Inspiration

The vision today, as it has been from the beginning, is to become the world's leading oral healthcare company and all aspects of business operations are geared towards reaching this ultimate goal. The inspiration for this vision is entrenched in the scientifically proven concept that oral health is linked directly to general health. Therefore GC's role in improving oral health forms part of a larger agenda that promotes global wellbeing and quality of life.

GC regards the 21st Century as the Century of Health, and hopes to make significant progress in this domain by the company's 100th anniversary in 2021. All GC associates are inducted into the company with this manifesto which informs and inspires their daily work. Linked to this is principle of Semui – a Buddhist philosophy of doing unto others as you would have done unto you. By listening to customers and striving to always improve, associates are encouraged to adopt this approach in all their activities.



Integrity

For GC, commitment to excellence is not about paying lip service to lofty ideals. As a company GC holds itself accountable to reaching milestones and measuring up to international industry benchmarks. Total Quality management (TQM) has therefore become an integral part of how the company operates. Over the years GC has been awarded several accolades in the excellence arena, including being the first company in the dental industry to receive the internationally renowned Deming Award. This award is the highest honour in the area of quality, and is conferred upon companies, or individuals that have made a significant improvement in business results through TQM implementation.

GC was also the 18th company in the world to receive the Japan Quality Medal, regarded worldwide as the highest recognition for quality management in organisations. In Europe, GC has excelled in the EFQM Awards, most recently qualifying as a finalist in the 2013 EFQM Excellence Award. In addition, in alignment with global and European standards, GC has achieved a number of key Management Systems Certificates.

By applying quality control systems and receiving international accolades, partners and customers can trust that GC products and services are delivered to the highest of standards. Ultimately, GC's contribution to health and society is to raise standards of oral healthcare through its dental materials.

About GC

GC is the global market leader for dental materials and also the world's largest provider of expertise, advancements, product quality and top customer service in the fields of composites, ceramic layering and adhesive systems.

GC manufactures some 600 types of products, which are sold in over 100 countries around the world. GC's international headquarters are based in Lucerne, Switzerland, and employs over 2500 associates globally.



LEADING WITH VISION, INSPIRATION AND INTEGRITY