



{SALUTATION[salutation:custom|Dear Mrs. |Dear Mr. |Dear customers|]}
{NACHNAME} {LASTNAME},

meet us in person at the **ECR Day** in Düsseldorf. We will show you how our **industry solution BYRD** optimizes retail processes and why product content management is essential for successful digital commerce.

[Make an appointment at ECR Day](#)

Our customer **DOUGLAS** will show you what it looks like in practice in a joint presentation on "**Optimised Product Content - the value of efficient content sourcing for omnichannel retail**" on the 1st day of the event at 3:00 pm in the session DATAversum – Turning Data into Business Value.

SPEAKER:

Christian Brand

IT Manager, PARFÜMERIE DOUGLAS GmbH & Co. KG

Volker Middelanis

Head of Group Strategic Category Management,
PARFÜMERIE DOUGLAS GmbH & Co. KG

Rainer Pietschmann

Associate Partner, BAYARD GmbH



Join the discussion, experience inspiring presentations, and enjoy the party in the evening.

[Click here for tickets.](#)

FASTER ONTO THE SHELVES WITH HEALTHY DATA

The Swiss manufacturer of herbal medicines and foods, A.Vogel, can also confirm how important it is to quickly introduce products to the retail sector and uses our **BYRD platform** to supply retailers worldwide with constantly updated and quality-checked product content.



»BYRD – the platform is perfectly suited to our requirements.«

Bernhard Baertschi | Member of the Management Board | A. Vogel Group

[READ THE SUCCESS STORY](#)

BAYARD expands international footprint and partners with We Are The Robots in Latin America

This partnership represents an ideal opportunity for BAYARD to rapidly enter the LATAM market and drive its international expansion. WATR has established itself as a specialised company and reference for innovative technology-based solutions in the PIM/MDM sector in this market and is also active for GS1 Mexico, among others. Therefore, WATR will act as BAYARD's implementation partner for the platform BYRD in Mexico.



If you have any questions about our products or services, our experts are here for you. [Talk to us.](#)

Best regards

Your Björn Bayard and the Bayard Team



Bring your Product Content to Life.

