



Dear ,

Bring Your Product Content to Life – under our motto we contributed to the success of this year's ECR Day together with our numerous customers.

Our highlight has been the joint presentation with **DOUGLAS** on **"Optimized product content – the value of efficient content sourcing for omnichannel retail"**, which provided meaningful insights about the project between BAYARD and DOUGLAS as well as valuable takeaways for the entire industry.



MORE INSIGHTS ABOUT THE DOUGLAS PROJECT

You missed the presentation and want to find out how product content management can help your company? Then [schedule an appointment](#) with our **expert Erik Müller**.



During the **Expert Tours** we showcased how our **platform BYRD** enables our customer and cosmetics specialist **Cosnova** to optimize the product content supply of its individual retail groups.

TO THE COSNOVA PROJECT

We like to thank **GS1 Germany** for organizing the event and the great opportunity to exchange ideas with customers in person and to have many exciting conversations.

Best regards

Your Björn Bayard and the Bayard Team



Bring your Product Content to Life.

