



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

The **EuroShop 2023** trade fair in Düsseldorf is the event for the retail industry – and we will be there!

We would like to invite you to visit us at EuroShop on **28.02. and 01.03.2023** and experience **BYRD – theplatform**, our innovative solution in the area of Product Content Lifecycle Management.

As a partner of the Markant Group, we will be there in person at the Markant **booth H57 in Hall 6** to show you how our industry solution BYRD optimises retail processes and why product content management is indispensable for successful digital commerce.

Arrange your personal appointment with our **experts on site** in Düsseldorf now.

[MAKE AN APPOINTMENT FOR THE EUROSHOP NOW!](#)

BYRD – theplatform

BYRD – theplatform is our intelligent **Product Content Life Cycle Management** platform with industry-specific solution packages that can be used without major adaptation or implementation effort.

BYRD includes **specific modules** for Product Information Management, Product Content Syndication, Product Content Aggregation and AI-based product classification, as well as the proven GS1-certified GDSN data pool b-synced. Achieve the **greatest possible business value** from your product content with BYRD.

[MORE ABOUT BYRD – THEPLATFORM](#)

Kind regards
Björn Bayard and the BAYARD Team

PS: Unfortunately you can't be there in person? Then arrange a virtual **consultation with our experts** or take a look around our BAYARD **eventwebsite**.



Bring your Product Content to Life.



BAYARD GmbH | Agrippinawerft 30 | 50678 Cologne | Germany
Amtsgericht Köln HRB 75610 | CEOs: Björn Bayard, Mark Michaelis
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