



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

I am contacting you today because we have some great news.

The **Markant** trading and services group has acquired a majority stake in BAYARD with effect from 1st of January 2023. This step will enable us to advance our product development more quickly and grow faster. Together we can become the **leading provider of product content management and GDSN services in Europe** for the industries we serve.



Nothing will change for you. We will continue to provide and develop our technology and consultancy services under our new ownership.

[READ THE PRESS RELEASE](#)

With its impressive **pan-European network of more than 15,200 consumer goods companies and its competent employees**, Markant is the right organisation to make our **BYRD platform** and our consulting team's profound expertise in product content lifecycle management effectively deployable across the industries.

This step illustrates our common vision and shows that we are constantly developing and growing.

Kind regards
Björn Bayard and the BAYARD Team



Bring your Product Content to Life.



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