

{SALUTATION[salutation:customlDear Mrs. IDear Mr. IDear customers]} {NACHNAME} {LASTNAME},

whether it's sponsoring the GS1 Excellence Days in Bern, participating at the OMR Festival in Hamburg or partnering with GS1 France in the successful introduction of the GDSN standard in the jewellery and watch industry, 2023 is shaping up to be as exciting as diverse.

Read the exciting success story with GS1 Switzerland, the press release about the Product Content Management pilot project for our French customer Louis Pion and find out why BAYARD got awarded as best employer 2023.

### **SUCCESS STORY**

#### Healthy data for the Swiss healthcare industry

Based on our **all-in-one solution BYRD – theplatform**, GS1 Switzerland has launched firstbase healthcare, a central data exchange platform for the Swiss healthcare sector.



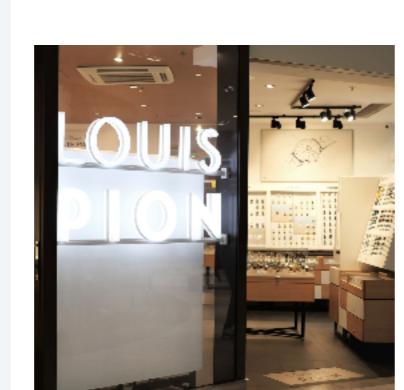
"With BAYARD's industry solution BYRD – theplatform, we would be able to implement the solution within our ambitious time frame"

Marc Schneider I Director Development & Operations I GS1 Switzerland

TO THE STORY

#### PRESS & NEWS

Louis Pion builds supplier portal with BAYARD



French jewellery and watch specialist Louis Pion has launched a Product Content Management pilot project with BAYARD. The close cooperation with GS1 France will enable the successful implementation of the GDSN standard in the jewellery and watch industry.

**READ NOW** 

### **EVENTS**

OMR 2023 – Moin Moin from Hamburg!



Our marketing team was inspired by the latest trends and developments in the digital world at the OMR Festival in Hamburg. During these days full of exciting talks and many wow moments, we were also able to meet our dear Markant colleagues.

TO THE RECAP

# ECR DAY 2023 – Here we go again!



ECR Day 2023 will take place on the 13th and 14th of September 2023 at the Kap Europa in Frankfurt am Main. As a sponsor, we will be there live when the best in their field talk about retail trends and give you insights for your everyday business. Join us for an extensive programme and a relaxed B2B networking event in a stylish ambience: the ECR Night.

MORE ABOUT THE EVENT

# **TOP COMPANY 2023: Award on Kununu**



BAYARD has been awarded by Kununu as Employer of the Year 2023! This recognition confirms our commitment to a positive working environment and employee satisfaction – **THANK YOU!** 

**ABOUT US** 

Kind regards, your Björn Bayard and the BAYARD Team







The Future of Product Content Management. With BYRD – theplatform, we offer an intelligent product content life cycle management platform with industry-specific solution packages that can be used immediately without any customisation or implementation effort.

**LEARN MORE** 

**Bring your Product Content to Life.** 







