



{SALUTATION[salutation:custom]Dear Mrs. |Dear Mr. |Dear 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 | Director Development & Operations | 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.



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