



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

Product content management is not just another buzzword, it is the foundation for successful commerce. That's why **Peter Kölln** and the online supermarket **flaschenpost** are now optimising their product content management with BYRD.

Are you wondering **how digital product data management works in industry and retail**? If so, we have a little Christmas present for you: In our exclusive white paper **Why digital commerce depends on PIM** and the latest blog article **The role of PIM in industry & retail**, we'll give you exactly the answers you're looking for.

Enjoy reading!

PRESS & NEWS

Peter Kölln is getting its product content management fit for the future with BYRD



The renowned branded goods manufacturer **Peter Kölln** is setting up an integrated product data management system with BAYARD. The aim: faster product introductions and integration of all export countries. The switch to **GDSN data pool b-synced** will take place in the coming weeks.

[MORE DETAILS ABOUT THE PROJECT](#)

flaschenpost optimises supplier collaboration with BYRD



The online supermarket **flaschenpost**, part of the **Oetker Group**, has chosen our **BYRD technology** to receive and integrate product content from its suppliers more efficiently, more completely and with higher data quality. Previously, the food delivery service exchanged product content directly with its suppliers in a manual process.

[OPTIMISED SUPPLIER COLLABORATION, BUT HOW?](#)

WHITE PAPER

Why digital commerce depends on PIM



Digital commerce without PIM is like a shop window without products.

PIM has become an increasingly important issue for companies as digital commerce has taken off in recent years.

Many have failed in their attempts to manage their product data effectively using Excel spreadsheets or the product databases of online shops.

[DOWNLOAD NOW](#)

BLOG

The role of PIM in industry and retail



How exactly does product data management work in the context of industry and retail? What are the requirements for a PIM system? And what happens if these requirements are not met?

We answer these and many other questions in **our new blog post**.

[READ BLOG POST](#)

BYRD

The Product Content Lifecycle Management Technology



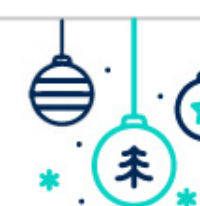
Give yourself a gift and benefit from holistic Product Content Lifecycle Management with BYRD. Arrange a **product demo** today or send us an **email**.

We look forward to hearing from you!

[TO THE PRODUCT DEMO](#)

My team and I wish you a Merry Christmas and a Happy New Year!

Best regards
Björn Bayard and the BAYARD Team



BYRD – The Product Content Lifecycle Management Technology. With **BYRD** we offer a smart Product Content Lifecycle Management technology with industry-specific packages that can be used out-of-the-box with no customisation or implementation effort.

[MORE ABOUT BYRD](#)

Bring your Product Content to Life.



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