

DEH'S WIDE RANGE OF BAKED GOODS RELIES ON BAYARD

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

AI is fundamentally changing the significance of Product Content. What was long regarded as an operational task is becoming a **strategic success factor**. This is because high-quality product information is becoming a key factor in how effectively companies can leverage AI. In my view, this is exactly where the greatest competitive advantage can be achieved.

We are seeing how this transformation is already playing out in practice through our projects. Together with **DEH**, we are supporting one of the **leading suppliers of frozen baked goods** in centralising its product information management and **establishing a single source of truth**, thereby laying the foundations for **future-proof Product Content Management**. At the same time,

Kind regards,

Björn Bayard



DEH has chosen BAYARD to build a centralised platform for improved product data quality and more efficient processes

From recipe to shelf: product data that connects



One of Germany's leading suppliers of frozen bakery products has decided for BAYARD's Product Content Platform BYRD.

The aim of the collaboration is to centralise the Product Information Management (PIM), improve data quality sustainably and make product information available to retail partners more efficiently.

With the introduction of **BYRD**, **DEH** will consolidate its product content in one central location. Product data will be captured in a structured way, quality-assured processed and made available in accordance with defined requirements. In doing so, the company is laying the foundations for a **consistent, reliable** and **future-proof data supply** to its customers.

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Shrinking innovation cycles and their consequences for manufacturers.

Manufacturers across a wide range of industries are experiencing **increasing competitive and cost pressure**, which has a significant impact on product development and design.



This is particularly true for fast-moving industries such as the **consumer goods and cosmetics markets**. The growing influence of e-commerce, marketplaces, and social commerce also means that product innovations must be developed more quickly and made visible in the market much earlier. At the same time, the requirements for product communication are also increasing.

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ECR IN MOTION 2026

16. + 17.9.2026 | World Conference Center, Bonn



On **16 and 17 September 2026**, we'll be there in Bonn as a sponsor – bringing fresh perspectives, exciting ideas and a willingness to listen to your questions.

ECR IN MOTION is the leading B2B convention for retailers, manufacturers and service providers in the consumer goods sector – the ideal place to analyse trends, share experiences and shape the future together.

Will you be there too? If so, please do get in touch with us in advance via **LinkedIn** or by **email** so that we can arrange a personal meeting. I look forward to inspiring conversations and finding out what topics are currently on your mind.

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Bring your Product Content to Life.

