

Keep delphinium garden groups attached to seed article names

A delphinium catalogue can contain several horticultural groups, including Pacific and Belladonna references, without describing one uniform wild species. A useful buying and retail workflow should therefore keep the complete article name, group designation and supplier code together. This guide helps teams document enquiries, compare supported plant information, prepare mixtures and proof customer-facing materials without transferring traits between related references.

Record the complete commercial identity

Start with the full article name and retain its horticultural group. A shortened label such as a colour name may remove the context needed to distinguish similar commercial articles. Keep the supplier code as the stable link to the underlying reference and place useful botanical information in supporting fields. If a heading changes, check whether the article itself has changed or only the catalogue label has been reorganised. Do not merge records simply because they share a genus, colour wording or familiar cultivar name.

Match customer questions to the selected reference

Tall flower spikes may influence a customer's choice, but that general feature is not a complete description of every garden delphinium. The selected article still needs its own supported information. Context may help buyers consider growing space, while precise dimensions, performance claims and requirements for shelter or support should be checked against the relevant reference before publication. Do not transfer the characteristics of an *Elatum*-related selection to all garden hybrids. Keep each claim beside the article it describes so staff can separate confirmed information from points that need clarification.

Handle mixtures as distinct buying designations

Pacific mixed, Belladonna mixed and separately named references should remain distinct throughout the enquiry, buying record and retail presentation. A mixture photograph can illustrate variety, but it cannot establish an exact colour balance or guarantee that every packet will produce an identical display. If the description requires a precise composition statement, obtain the relevant specification first. Never substitute an arbitrary combination of similarly named material under a familiar mixture title because it appears visually comparable.

Proof labels against the buying record

Review the full designation, horticultural group, cultivar wording, image and instructions together. A correct supplier code in the buying sheet does not correct a misleading packet if the artwork describes another group. Include the group name in the proofing checklist, especially when several related entries have been edited from a shared template. Compare the complete label with the supplier code before printing or reusing it for another product page.

Preserve identity through stock handling

Carry source and lot identity into receiving and retail packing, and retain the approved label version. Record customer questions about groups, plant size or mixture identity so later revisions can address them. These checks allow a clear delphinium range to remain commercially precise while making unsupported assumptions visible before they reach customer-facing materials.

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