

Check Rudbeckia species before reusing a black eyed Susan description

A familiar common name can make a flower range easy to recognize, but it is not a reliable basis for copying seed descriptions or approving substitutions. Black-eyed Susan is a practical example because the BSI catalogue retains *Rudbeckia hirta* and *Rudbeckia fulgida* as separate records, each with its own identity and growing context. This guide explains how retailers can create consistent, traceable product information while preserving the distinctions supported by the selected article.

Link every product to its exact reference

Keep the botanical name, complete selection designation and supplier code together in the buying file and working record. Do not use catalogue placement alone as a performance specification. The selected record and its relevant guidance should determine the description. If life-cycle wording or another trait matters to the customer, obtain information that applies to the actual reference rather than carrying over a statement attached to another *Rudbeckia*. A common-name request may also need clarification before the intended crop and named article can be identified.

Compare only documented selection differences

Named entries and mixtures should remain identifiable within their correct records. Retain any colour, form or series qualifier that distinguishes them. A similar yellow-and-dark-centre photograph does not prove that two articles are interchangeable, and the shared common name cannot resolve a proposed substitution by itself. Where the range offers several choices, use a concise comparison card to record supported differences and mark unresolved fields as pending. Do not invent an exact size or flowering promise simply to complete the layout; a visible information gap is easier to address before purchase or printing.

Check images and local examples in context

Choose a photograph that represents the selected reference or is clearly presented as a general illustration. Review the caption and title together because a correct botanical name in small print may not offset a misleading impression created by the dominant image. When a local demonstration is used, retain the identity and conditions behind it. Describe what was observed while keeping the difference between an example and a documented article specification visible in the record.

Protect data from imports and substitutions

After imports or substitutions, review product titles, search aliases, category tags, detailed growing information and inherited category icons. Template matching based only on a common name can transfer one record's text or expectations to another. Keep the supplier code and complete designation as the reliable connection through purchasing, artwork, receiving and packing. Preserve source and lot identity, retain the label version used for each run, and record customer questions for the next review.

Create a clear route to the individual records

For a shared display, provide one obvious primary route from the broad common-name sign to the individual crop records. The sign can help customers orient themselves, but they should then see the relevant species and article distinctions. Test the route with a colleague who did not build the assortment. If any step depends on guessing from a generic flower photograph, revise it before customers are asked to make a choice.

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