

Thyme Names That Sound Seasonal: Keeping Shelf Labels From Reading as a Sowing Calendar · Practical guide

Thyme packets with names like “Winter thyme” or “Summerthyme” invite a predictable question at the shelf: which one should be sown now? The name itself does not answer that, because in the wholesale catalogue these are selection names within *Thymus vulgaris*, not sowing months. This guide sets out practical labelling and shelf steps that keep a variety name from reading as a calendar.

Understand what the seasonal words mark

In the wholesale thyme catalogue, Summerthyme, Winter thyme and English Winter appear as catalogue names that distinguish selections within *Thymus vulgaris*. They belong to the imported reference, not to a fixed sowing calendar for every destination. The name travels with the seed reference; it does not travel with a month. That distinction is easy to lose on a packet, because customers reasonably read “winter” as a timing instruction. Once the word is presented without context, a selection name quietly turns into a schedule.

Separate the name from the guidance

The simplest fix is structural: keep the selection name in one visual zone and any timing or cultivation guidance in another. A short, consistent layout does this work without a long explanation. Three elements should stay distinct: the selection name, written exactly as in the reference, with the SKU or article number nearby; the botanical identity, *Thymus vulgaris*, stated once and clearly so the customer sees the species behind the name; and the timing guidance, kept separate and attributed to the source it came from rather than implied by the name. Placing the SKU next to the name also helps staff match a returning customer who asks for “the winter one” to the correct article instead of guessing.

Word the packet text so the name stays a name

Packet and shelf wording can carry the clarification in a single line. Something along these lines works: “Winter thyme” is the selection name. It is not a sowing month. Variations are fine, provided the sentence keeps naming the selection and denies the calendar reading. Avoid replacing the name with a descriptive phrase of your own, because a renamed packet no longer matches the article the customer reorders next season.

Keep the quantity basis visible

Seasonal confusion often sits alongside a second one: what the price refers to. A price per kilogram is a different basis from a price for a stated number of seeds. Where the shelf shows a price, show the recorded unit next to it, so the selection name, the article and the quantity basis are read as one unit.

Train the shelf, not just the packet

Most of the misreading happens before the packet is picked up. A shelf-edge line such as “Selection names are variety names, not sowing dates” prevents the question rather than answering it repeatedly. Staff who know the seasonal word belongs to the imported reference can explain it in one sentence and can point to the SKU when a customer wants to compare two thyme lines. This habit is useful for herb ranges generally: compare the species and cultivar before treating two names as synonyms, and keep named selections attached to their own SKU.

Why the effort pays off

Clear labelling protects the customer from a wasted sowing and protects the retailer from a return based on a misread label. It also keeps the shelf honest: the name stays attached to the correct article, the quantity basis stays visible, and the timing question gets answered by guidance rather than by a word in a name. When drafting packet text, work against the actual references in the wholesale thyme seed range, so the wording matches how the selections are grouped and named.

Links

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