

Use the full *Verbena bonariensis* name in a mixed verbena range

Verbena can be a broad browsing term in a flower catalogue, while a customer may be searching for a specific plant. Retail records should therefore retain the full species name and commercial reference instead of relying on the genus alone. This is particularly important when several verbena records use the same display name or filter, but represent distinct articles that should not automatically share descriptions or growing instructions.

Keep the Species and Commercial Reference Visible

The BSI *Verbena bonariensis* page retains the full botanical name and provides a colour-labelled commercial article. Keep that identity and the supplier code together in the buying file so the customer can recognise the intended crop before selecting a quantity. Common-name aliases may help with search, but they should remain separate from the verified article title. This approach preserves familiar browsing terms without weakening the precise reference used for purchasing, receiving, and reordering.

Treat Colour Labels as References, Not Complete Specifications

A colour-labelled article identifies a commercial reference; it does not establish every cultivar or lot characteristic. Review the supporting information before adding claims about size, flowering time, or other performance details. Leave unresolved fields explicit in the working record so that buyers can seek clarification and designers do not fill gaps with information borrowed from another verbena. A concise and accurate product page is more useful than a complete-looking table containing details that may apply to a different crop.

Keep Growing Guidance Specific

The BSI page identifies the crop as perennial in its species context. Use growing guidance relevant to the actual plant and destination conditions rather than presenting the label as a universal survival promise. A catalogue group can organise the range, but it does not prove identical behaviour in every garden. Carefully review any shared verbena instruction template: a generic paragraph may conceal important differences between plants. Retaining the source allows later revisions to be checked instead of reconstructed from memory.

Align Images and Record Changes

An image should support the selected species and article, or be clearly presented as an illustration. Check the title, caption, botanical record, and supplier reference together before approving artwork, and do not allow a photograph of another verbena to become the defining promise simply because it fits the layout. If the source article changes, reopen the image and growing-instruction decisions rather than updating only the code. Preserve the approved label and lot identity through retail packing, and record customer questions about plant names for future improvement.

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