

Choose snapdragon seed series before refining flower colours

Snapdragon seed is often discussed in terms of flower colour, but a useful retail range must also answer the customer's main growing question. Where the plant will grow, the desired display and the plant's documented habit should come first. Exact series, named selection or mixture wording then helps identify the right article before colour refines the choice.

Start with the plant's role in the display

Ask where the customer intends to grow the snapdragon and what kind of display they want. This establishes a meaningful comparison without assuming that every selection suits the same space. Tall and compact choices may play different roles in a garden. Use documented habit information for the selected entry rather than inferring plant size from a flower close-up or a familiar series name.

Keep the full selection identity

Preserve the complete designation and supplier code for every candidate. BSI's *Antirrhinum majus* information lists named references separately from mixtures, so a short internal description such as "pink snapdragon" can remove an important distinction. A named selection, a series mixture and another colour entry may serve different purposes, but their differences must be supported by the source information. Do not merge entries simply because they share a common name.

Match advice to the actual crop

BSI describes *Antirrhinum majus* as a short-lived perennial commonly treated as an annual. This can explain why the crop appears in an annual-flower range, but it should not be presented as a guarantee of identical lifespan or flowering behaviour in every climate. Category placement should not replace crop-specific information either. Raising methods may differ between flowers grouped together for browsing, so check the instructions for each selected reference and destination conditions.

Build a range the team can explain

Give each retained line a clear reason to occupy space. A documented habit difference may help customers more than several similar shades with vague descriptions. For a mixture, avoid making a fixed colour-balance claim unless the specification provides one. Use an image that represents the intended article and check its caption against the title. Include habit or series details in internal picking information so the packing team can identify the article without relying on a colour word alone.

Preserve the buying decision through handover

Keep the quotation unit, source identity and approved artwork version with the selection file. Clear handovers protect the same rationale from the buyer's shortlist through packing and the finished retail packet. Customer questions can then improve the next comparison card. The practical result is a snapdragon assortment that begins with the plant role and exact reference, allowing colour to refine a choice that already fits the growing plan.

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