

# Match statice seed descriptions to the selected Limonium reference

When listing statice seed, the retail description should identify the exact Limonium article rather than rely on a broad decorative name. The BSI catalogue lists statice under Limonium sinuatum and keeps other Limonium records separately. A clear product description preserves that catalogue identity, helps customers distinguish colours, mixtures or related selections, and connects the seed packet to an appropriate growing project.

## Preserve the catalogue identity

Keep the botanical wording, full selection designation and supplier code in the buying file and on the seed listing. A general request for statice may not identify the intended commercial reference when several colours, mixtures or related entries are under consideration. Use the category as a route to the record, not as a substitute for the product specification. Exact growth behaviour, dimensions or flowering claims need support for the selected crop and article. If catalogue placement and another source use different practical life-cycle language, resolve the difference instead of turning a heading into an unconditional promise.

## Make seed distinct from decorative material

The article being sold is seed for sowing, not ready-cut stems or another finished floral item. Photographs of arranged statice can illustrate a possible project, but titles, category cards and shortened basket names should make the seed format clear. Any claim about suitability for a particular decorative use should remain tied to supporting information. The familiarity of the common name does not establish exact performance for every selected Limonium reference.

## Compare colours and mixtures accurately

Preserve the colour qualifiers that identify the selected article. If the range includes a mixture, retain its full designation and do not infer a numerical balance of components from an image. The packet should communicate the documented choice without treating a promotional photograph as a measurement of future growing results. Check whether images used for several entries are genuinely representative or merely recoloured versions of one generic asset. Captions and imagery should support the verified article identity rather than create unsupported differences.

## Keep the growing project visible

Review the complete retail description to ensure that the seed-starting stage has not disappeared behind mature-display imagery. Include a concise route to crop-specific sowing and growing guidance for the identified Limonium crop. Keep decorative-use image captions separate from instructions for raising the plant, so customers can distinguish what concerns cultivation from what illustrates a later floral project. Record customer questions about names, colours and starting material for the next range review, and preserve the source reference and lot through retail packing.

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