

Compare cornflower seed mixtures with named selections clearly

A cornflower seed range can include named selections, different colours, single or double flower forms, and mixed packets. Those entries should not be treated as interchangeable simply because they share a familiar crop name. This guide provides a practical way to compare the information shown for each article, preserve mixture wording, and help customers understand the choice before buying.

Keep each article identifiable

Begin with the full article designation and supplier code shown for the BSI *Centaurea cyanus* range. A broad crop heading is useful for browsing, but it does not identify the commercial entry well enough for a precise enquiry. Retain named selections separately from the double mixture, and check details against the individual cornflower record. Do not transfer general claims about annual flowers to a specific packet unless the relevant product information supports them. Clear source identity should also be maintained through receiving and packing so that the article presented to the customer remains the article supplied.

Compare colour and flower form separately

Colour and flower form answer different questions, so they should appear in separate comparison fields where documented. This prevents an attractive image or colour description from obscuring a difference between single and double forms. For named selections, retain the wording that distinguishes the entry and attach exact dimensions or other selection-specific claims only to the relevant article. A general description of the species should provide context, not serve as a complete specification for every packet.

Describe mixtures without inventing proportions

For the double mixture, preserve the exact article wording. Do not infer a fixed balance of colours or forms from a promotional photograph, because an image can suggest visual variety without providing a batch-specific numerical breakdown. If packaging requires a precise composition statement, request that information before approving the copy. This approach keeps the mixture accurately represented while making clear what is known and what still needs confirmation.

Connect the choice with growing conditions

Cornflower is described as a cool-season annual, with sun, drainage and support for taller selections providing useful context beyond the flower head. Ask about the intended growing position when it could affect the recommendation, particularly for containers or exposed beds. A close-up photograph does not show the plant's full habit, and a crop name alone does not establish suitability for every position. Link the selected entry with appropriate guidance rather than promising universal success.

Make the range meaningful at display size

Give each retained line a short, supported role in the display. If staff cannot explain the difference between neighbouring entries, investigate the available information before expanding the assortment. Check the final comparison at packet-thumbnail size: a subtle difference that is visible in a large photograph may disappear when the image is reduced. Bring the supported distinguishing words forward so customers can still compare colour, form and plant habit without relying on the image alone.

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