



## ✓ Complete product information

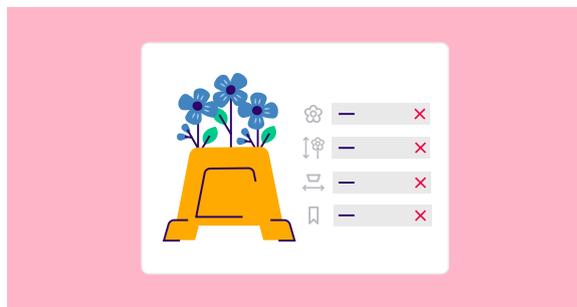
In order to sell successfully, it is important that your product information is complete and correct. It makes your product easier to find and helps buyers and carriers make the right choices.

[Check the Helpcenter for tips on complete product information](#)



## Correct product specifications

What are the specifications of your product? The number of stems per bunch, the maturity stage, the pot size or which quality group your offer falls into? The more details of your product are known, the easier it is for buyers to find your product.



✗ Poor findability due to incomplete specifications



✓ Good findability thanks to complete product specifications

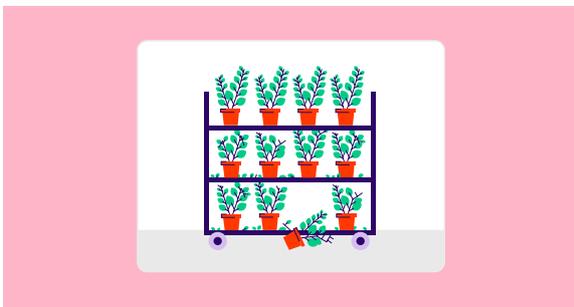


**TIP:** Add additional specifications in the catalogue yourself. Then your product information will be more complete and you will be even easier to find.

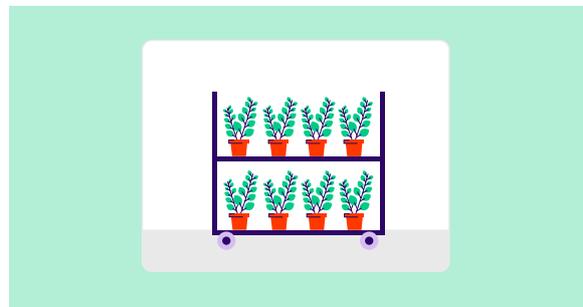


## The transport height stated

The transport height is very important for the logistics process. This information helps the buyer or logistics service provider to make proper preparations for cart assembly, for example. If the correct transport height has been stated, products can be delivered to the buyer and end customer more efficiently and damage-free.



❌ Damage due to unknown or incorrect transport height



✅ Transport height correctly filled in

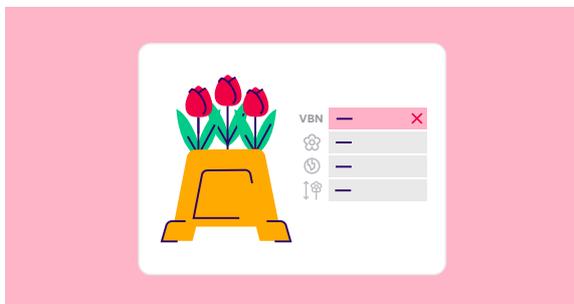


**TIP:** Make sure the transport height is at least 5 cm higher than the height of your product including packaging (container/pot/tray).

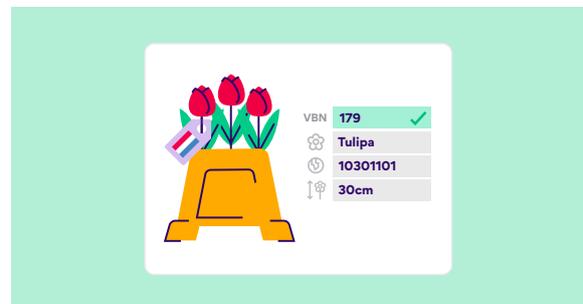


## Correct VBN and country codes

Make sure you select the correct VBN code for your product. Products are regularly placed in the category 'VBN other'. The underlying characteristics differ per VBN code which means that the product cannot be found easily. Missing country codes (country of origin) are also a problem when exporting to, for instance, the UK: here a country code is compulsory.



✘ No or incorrect VBN and country codes



✔ VBN and country codes are known



**TIP:** You can select several items at once in the list view in the catalogue. Using **quick set** lets you adjust a property such as country of origin (S62)