



ECLIPSE[®]

BIGLEAF HYDRANGEA

**GROWER,
RETAILER,
& LANDSCAPERS' GUIDE**

FIRST[®]
EDITIONS
SHRUBS & TREES

AN ECLIPSE WORTH STARING AT



Zone: 5-9

Height: 3-5'

Exposure: Full Sun to
Part Shade

Width: 3-5'

ECLIPSE®

BIGLEAF HYDRANGEA

Hydrangea macrophylla 'Bailmacseven' PP34,544 - US Patent Pending

A DARK-LEAF MOPHEAD LIKE YOU'VE NEVER SEEN BEFORE

Eclipse® Bigleaf Hydrangea is the first of its kind: a *Hydrangea macrophylla* with dark leaves that stay dark all season long. Backed by years of trialing and testing, Eclipse® is a totally new take on hydrangeas with its dark foliage and contrasting cranberry blooms.

We are so excited for you to experience Eclipse® for yourself and encourage you to take some time with this toolkit to learn more about what makes it so unique.

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FROM A SEED TO THE YARD:

INTRODUCING ECLIPSE® ROADMAP



David Roberts is the Director of Plant Breeding at Bailey Innovations™, the in-house plant breeding arm of First Editions® Shrubs & Trees' parent company Bailey. David and his team work tirelessly to develop and find genetics that raise the bar for new cultivars, whether that means disease resistance, beautiful blooms, plant form, or in this instance, totally new foliage colors that disrupt a crowded marketplace.

David's roster of genera is led by the *Hydrangea macrophylla* category, and Eclipse® is the first cultivar to come wholly from his work. This groundbreaking introduction began with his breeding work and has been backed by years of trials and market research, leading to a major kickoff for Eclipse® to make a big splash.

2016

SUMMER | THE BEGINNING

Seed is sown from crosses that are made and made at Bailey Innovations™.

FALL | THE HARVEST

Seed is collected and designated as family **HM17-R5**.

WINTER | THE START

Seed from family **HM17-R5** is sown and germinated.

H. macrophylla seed, germinated in Dec 2016 for evaluation in 2017.



SUMMER | THE SELECTION

Seedling now designated **HM17-R5-06** is selected for its very dark leaf color and cranberry-colored mophead flower. Flowering as a one year old seedling indicates remontancy and potential for rebloom.

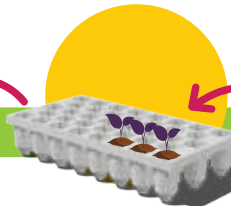
HM17-R5-06 is flagged for continued observation and potential trialing.



LATE SPRING

THE PROMOTION

Seedlings from family **HM17-R5** are transplanted from 32-cell trays into 3-gallon containers, where each seedling is given a unique accession number.



LATE WINTER /EARLY SPRING THE TRANSPLANT

Seedlings from family **HM17-R5** were selected for their dark leaf color and transplanted into 32-cell trays.

2017

2018

SPRING | THE CUTBACK

HM17-R5-06 is entered into our cutback evaluations to gauge rebloom. We do this to all of our most advanced hybrids to determine if they're worthy of a true production trial.



SUMMER | THE CUTBACK WINNERS

The cutback trial involves chopping the hydrangea back to about 3"-4" above the rim of the container in mid June. We then wait to see which hydrangea rebloom and the best performers make it to production trials.

HM17-R5-06 stood out due to its very dark foliage that was observed to remain dark, despite the high heat of the summer. Typically the innermost leaves of other dark leaf selections were very green on the interior, but **HM17-R5-06** was far darker than the rest.



2020



SPRING

- **Eclipse**® survived in-ground in Minnesota (Zone 4).
- Production trials in Minnesota and rebloom trial continue in Georgia.



FALL

THE BRANDING

- **Eclipse**® planted in-ground at Bailey Innovations™ and Minnesota.
- Clones of **Eclipse**® are shipped to Minnesota and Oregon for stock buildup and trialing.
- **Eclipse**® is selected as an introduction for First Editions® Shrubs & Trees.



FALL

ZONE 4: THE TRUE HARDINESS TEST

Eclipse® planted in ground in Minnesota (Zone 4) for cold hardiness trial.

MID-SUMMER | THE NAMING

HM17-R5-06 is given the internal nickname of **Eclipse**® due to its dark foliage *eclipsing* the other dark leaf hydrangeas in trial.



SPRING | THE TRIALS

10 clones of HM17-R5-06 (3-gallon) were entered into production trials in Georgia. These trials gauge approximate time to full bloom, time to finish, time to rebloom and identify any disease or production issues.

2019

In-ground & production trials begin with external partners across the U.S. for additional feedback.

2021

SPRING

THE PREPARATION

Production and in-ground trials continue as propagation begins stock plant build up.

SUMMER

THE COMPARISON

Comparison trials begin to review the benefits of **Eclipse**® against introduced bigleaf hydrangea cultivars that claim dark purple foliage. **Eclipse**® retains dark leaf color while others turn green over time.



Comparison variety



Eclipse®

2022



SPRING

THE PREPARATIONS II

- Production and comparison trials continue, showing great overwintering capabilities.
- Marketing begins developing a promotional plan and materials for the upcoming **Eclipse**® launch.

2023

SPRING | BUILDING UP

- Ongoing trials continue to showcase unique attributes of **Eclipse**® remain consistent.
- Bailey and First Editions® licensees build numbers for Spring 2024 national release.
- Marketing efforts continue, introducing **Eclipse**® to the trade at Cultivate 2023.

2024



INTRODUCTION

THE FIRST ECLIPSE® OF ITS KIND

We understand that to add another plant – *especially a hydrangea* – to your mix requires something totally unique. And Eclipse® Bigleaf Hydrangea delivers, earning its place in your growing field, on your retail shelf, and in your customers' landscapes. It's a leap forward, providing the crowded hydrangea marketplace with a different solution.



WHY FIRST EDITIONS®?

Because Eclipse® is so distinctive, it may be thought about or used a bit differently in the landscape than other bigleaf hydrangea. It falls into a class of its own, creating a new space for the species. And that's what First Editions® is all about: changing how people think about shrubs and trees.

This brand is all about making this category fun and accessible, while also looking at new types of plants. We've introduced new species to the North American marketplace with *Distylium*, brought native species like *Cephalanthus occidentalis* to the mass market, and now are flipping bigleaf hydrangeas on its head with a dark-leaf variety. So, it's a natural fit for Eclipse® to become a First Editions® Rock Star and celebrate a new way of utilizing this sought after species in a forward-thinking collection.





DARK LEAVES THAT STAY DARK

You can't talk about Eclipse® without bragging about its foliage. With dark purple, almost black, coloration, it is a standout. Eclipse® holds that dark color all season, even after being cut back or when grown in warm climates where other hydrangeas start to go green.

We've had people tell us they'd grow it as a foliage plant even without the flowers, but once you see the blooms you'll be blown away! The reblooming cranberry flowers provide such a stunning contrast against the dark leaves, you'll understand why this variety could be used as a single-specimen hero in the garden!

DISEASE-RESISTANT SKILLS

Because the leaves are so important for Eclipse®, we really needed to be sure they stayed clean all season long. The disease resistance is fantastic, especially with the big hydrangea concerns: powdery mildew and *Cercospora* leaf spot. From production to the landscape, the foliage isn't bogged down by disease, reducing inputs for growers, making it a multi-season seller for retail, and a low-maintenance plant for landscapers.

DECO POT OR IN-GROUND CHAMP

Because Eclipse® can grow up to five feet tall and wide, it's a fantastic landscape plant. Give it a couple of years to settle into the garden and it'll be an impressive planting. But with that striking foliage and fabulous flower, it's also stunning in a decorative pot.

This versatility gives you even more ways to sell Eclipse® and pair it with containers, soil, and fertilizer. And even though we have listed Eclipse® as Zone 5, those of you in colder climates can certainly sell it as a container plant and put on an amazing show in lieu of – or in addition to – colorful annuals!



ECLIPSE® FOR GROWERS

REGIONAL BEST PRACTICES

SUN VS. SHADE

Like other *Hydrangea macrophylla*, sun exposure in production is important for overall plant health. And it's especially important for Eclipse® to keep those dark leaves in pristine condition. After many years of trials, we've learned some best practices to maximize the deep foliage color without burning.



At Bailey, we grow Eclipse® in full sun in Minnesota, Illinois, and Oregon for liners and container product. This encourages the darkest leaf color and bloom production.



In the Southeast, shade is applied to prevent leaf burn. We recommend at least 30% shade in this environment. Growers in Florida have used up to 55% shade and seen excellent results.

GROWING MEDIA

While each grower may use their own media mix, we recommend the following guidelines for the high-quality plants.

- **pH:** 4.5-6.0
- **EC:** 0.5-2.7
- **Fertilization:** In the Midwest, we incorporate Polyon 17-3-10 at 10 lbs. per yard. In the Pacific Northwest, we incorporate Polyon 18-6-11 at planting.
- **Plant Growth Regulation:** Daminozide and paclobutrazol are recommended; do not use ethephon.

PEST & DISEASE MANAGEMENT

Eclipse® is a highly disease resistant variety, but there are solutions in case any concerns arise. Watch for aphids and two-spotted spider mites. Generally, *Hydrangea macrophylla* is very sensitive to pre-emergent herbicides; do not use the miticide Spiromesifen.

PRUNING FOR BLOOMS

Old wood flower buds form in fall, so to increase flower count for spring shipping, avoid cutting back after mid-June. Summer cutback forces basal buds to grow vegetative instead of flowering.





ECLIPSE® FOR GROWERS

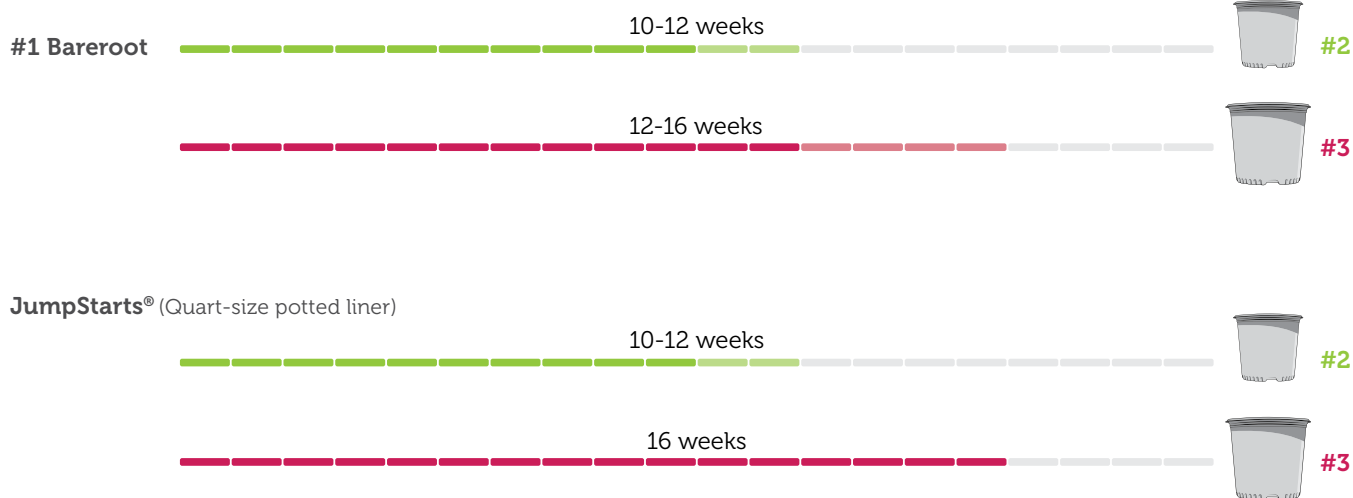
REGIONAL BEST PRACTICES

OVERWINTERING TIPS

- **Minnesota:** Plants are overwintered in a structure covered in a dual-side black and white poly or consolidated outdoors using alternating layers of 3-4 mil poly and 3" Sudan grass. With either method, maintain temperature at 28° F.
- **Illinois:** Plants are consolidated into poly houses and covered with a frost cloth where temperatures stay above 22° F. The frost cloth is removed in early March (or when temperatures are consistently above 50° F) to help keep plants dormant until they naturally wake up.
- **Pacific Northwest:** Plants are spaced in growing lines outdoors. Poly houses can be used in late winter if forcing for early spring sales. Temperatures should be greater than 20° F.

FINISHING TIMELINES

Production times will vary by region, but you can use these as general guides for turnaround time to a sellable product.



ECLIPSE® IN THE LANDSCAPE

REGIONAL IDEAS, TIPS, AND INSPIRATION

TOTAL ECLIPSE OF THE YARD

The dark foliage and cranberry blooms of Eclipse® can be multi-faceted, standing out as a Rock Star spotlight or as a beautiful blender of other colors. This is a great selling point for your customers and consumers, but they might need a little coaching of how to use it.

In the next few pages, we'll share some regionally-specific ideas and Best Buds plant pairings that can inspire them and boost confidence to have success.

IN THE GARDEN

We love the versatility of Eclipse® either as the focal point or as a beautiful backdrop in the landscape.



Try using it:

- With low-growing perennials in complementary colors to draw attention to Eclipse® as a featured plant.
- As a solid-color hedge behind a colorful perennial and annual planting, providing consistency to an otherwise busy design.
- Mixed with other shrubs with bright foliage to create a striking contrast. Tiger Eyes® Staghorn Sumac, Iceberg Alley® Sageleaf Willow, and BananAppeal® Small Anise Tree are excellent examples, as they also have a finer leaf texture to complement the bigleaf hydrangea foliage.

IN CONTAINERS



Eclipse® can be used as a multi-season hero in a deco pot on the patio, front step, or positioned in the landscape. Eclipse® is especially stunning against a colorful container.

We love Eclipse® in a pot:

- As a single season spotlight or overwintered in an unheated garage or shed for multiple years.
- In its first year to elevate the beautiful foliage and flowers off the ground, and then plant it in fall to establish for subsequent seasons.
- On its own or paired with trailing annuals like chartreuse sweet potato vine or euphorbia.

IN ARRANGEMENTS



Looking for additional selling points for Eclipse®? Its blooms and foliage are great in cut arrangements.

For best success:

- Cut blooms once they're in full color and starting to feel crunchy on the stem.
- Keep the vase and water clean, changing daily as necessary, to add longevity for the blooms.
- Use the cut arrangements indoors or out but try to keep it away from direct sunlight and heat sources.

ECLIPSE® IN THE LANDSCAPE

REGIONAL IDEAS, TIPS, AND INSPIRATION

DESIGN IDEAS

If you or your customers are looking for inspiration for how to use Eclipse®, we've got you covered! Here are some of our favorite ways to use it in commercial and home landscapes, as well as regional plant pairings.



RESIDENTIAL

The features of Eclipse® (1) can be showcased in a foundation bed, along with Little Spark® Spirea (2), dwarf fountain grass (3), Cobalt-n-Gold™ Hypericum (4), and Biokovo Geranium (5).

COMMERCIAL

As a border plant, Eclipse® (1) can be grown on its own or mixed in the front, middle, or back of the border. Use Eclipse® as a backdrop for Sapphire Surf™ Bluebeard (2) or Lady's Mantle.



MAINTENANCE TIPS

Keeping Eclipse® healthy and thriving in the landscape is pretty darn easy! Help your customer with these quick tips for success:

- **PLANTING:** In cooler climates, Eclipse® can handle sun most of the day, but some midday shade doesn't hurt. In warmer climates, morning sun and dappled afternoon shade is ideal. Well-draining soil rich in nutrients will help your hydrangea thrive.
- **FERTILIZING:** Apply a granular, slow release, bloom-boosting fertilizer in spring and again in early July. Follow package instructions and be sure not to over fertilize.
- **WATERING:** Bigleaf hydrangeas prefer moist soil, but not wet or dry. Deeply water Eclipse® as the soil begins to dry.
- **PRUNING:** Don't prune Eclipse® in the fall, as the flower buds for next year are set in the previous season. Wait until late spring and cut back anything that didn't survive the winter. Throughout the summer, you can deadhead spent blooms but don't give it a hard prune or you risk losing flowers.
- **WINTERIZING:** Providing winter protection with mulch, leaves, wood chips, or pine straw is especially helpful for new plantings and in cool climates.

ECLIPSE® IN THE LANDSCAPE

REGIONAL IDEAS, TIPS, AND INSPIRATION

TOP 10 BEST BUDS

Wondering what else to pair with Eclipse®? Pick and choose regionally appropriate plants from this Top 10 list to start building a fabulous display:



ECLIPSE® + PARKLAND PILLAR®

Parkland Pillar® Birch provides a great vertical accent behind Eclipse® with lovely green foliage in summer and yellow foliage in fall, giving great contrast to the hydrangea's dark leaves.



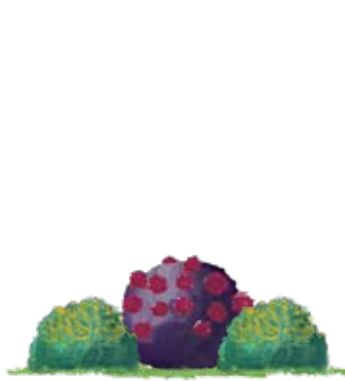
ECLIPSE® + CINNAMON GIRL®

Cinnamon Girl® Distylium is a low-growing evergreen to plant in front of Eclipse® that offers year-round structure and complementary plum-purple new growth.



ECLIPSE® + TIGER EYES®

Tiger Eyes® Cutleaf Staghorn Sumac provides a sharp color contrast with chartreuse leaves all summer followed by orange and red in fall. The sharp edges of the leaf also provide great contrast to the big leaf of Eclipse®.



ECLIPSE® + COBALT-N-GOLD™

Cobalt-n-Gold™ Hypericum has a nice mix of finely textured blue-green foliage and yellow flowers that shine bright against Eclipse®.



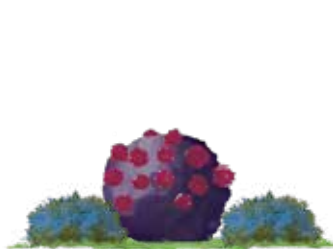
ECLIPSE® + CENTENNIAL BLUSH

Centennial Blush Star Magnolia gives a vertical element that anchors the landscape behind or around Eclipse®. The early-season blooms provide multi-season interest and echo the pink and cranberry flower colors, respectively, spring through fall.



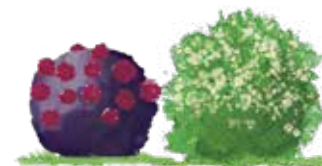
ECLIPSE® + CAMPFIRE ROSE

Campfire Rose is a low-growing shrub rose that would be great in front of Eclipse®. The yellow and deep pink blooms pair beautifully.



ECLIPSE® + SAPPHIRE SURF™

Sapphire Surf™ Bluebeard offers a cool- and warm-tone contrast in late summer, with the blue flowers of Sapphire Surf™ emerging on the compact shrub.



ECLIPSE® + FIBER OPTICS®

Fiber Optics® Buttonbush is a larger shrub that repeats the mounded shape of Eclipse® with a unique textured flower in summer as the hydrangea blooms.



ECLIPSE® + LITTLE SPARK®

Little Spark® Spirea is a hyper-compact shrub with pink flowers and yellow foliage that remains bright all season long.



ECLIPSE® + DOUBLE MINT

Double Mint Gardenia is a fragrant reblooming shrub that stays compact at only 2.5-3' tall. It's shorter stature and white blooms would look beautiful against the dark foliage and cranberry blooms of Eclipse®.

ECLIPSE® AT RETAIL

MAXIMIZING SELL THROUGH

MERCHANDISING IDEAS

No matter your customer, in-person selling is so influenced by how you showcase the product. And with Eclipse® being such a unique, revolutionary new variety, you'll want to blow it out of the water to capture as many eyeballs as possible.

It doesn't matter if you're selling to landscapers in a re-wholesale yard, showing Eclipse® off at retail, or selling with photos or a brochure, make sure it stands out!

SHOWCASE ITS TOP FEATURES

- Add signage with visual inspiration and quick bullet-form text to explain what makes Eclipse® so special using the talking points.
- Create a “Goth Garden” or dark plant motif, packaging other purple, black, and complementary plants together.
- Cross-merchandise with complementary products like deco pots, bloom-boosting fertilizer, and soil.



BEST BUDS



- Take the guesswork out of plant pairings and merchandise Eclipse® with some of its Best Buds.
- Create an endcap display stocking all the plants needed to make an Eclipse-themed garden.
- Provide a QR code or printed handout with Eclipse® plant pairings.

Interested in more training
tips and videos?
Scan this QR code!



MERCHANDISING PROGRAM

- Create a destination on your sales floor for all things First Editions® with the Merchandising Program.
- Participants receive free signage and display materials that make a store-within-a-store, but don't require a lot of setup or maintenance on your part!
- Contact your Bailey or First Editions® grower for more details.



TALKING POINTS

Again, we totally get that adding another hydrangea to your mix is a big deal. And it takes a lot to help your team and your customers understand why it's different and worthy of a place on your gravel, on your retail shelf, or in the landscape.

So, here are some quick talking points that can break down the benefits into manageable chunks:



Eclipse® Bigleaf Hydrangea has dark leaves that stay dark all season! This is a brand-new trait in bigleaf hydrangeas for the garden, so it's a first of its kind.



Eclipse® Bigleaf Hydrangea can be used as a focal point or blender in the landscape and is also great in deco pots or cut arrangements.



Eclipse® Bigleaf Hydrangea is low maintenance and disease resistant, so that means less work for more beauty!

ECLIPSE® IN THE MARKET

MARKETING SUPPORT

Whether you're thinking about ordering Eclipse® or you have it and are ready to go, know that you're not on your own. We're here to make your life easier and help you sell out! There's a whole team of people dedicated to producing content and tools for the trade and home gardeners so everyone can have success.

Take a look through everything and if you've got questions or are looking for something different or more specialized, give us a shout! We're always here to help.



SOCIAL MEDIA:

We realize that coming up with social media content takes a lot of time, especially during peak season. So, we've created a library of images, videos, and written content that's available for your use any time!

And stay in touch so you can keep up to date with current posts by following First Editions® Shrubs & Trees on all platforms.



PRINT MATERIALS:

Brochures and handouts are created for various audiences, trade and consumer, to help each better understand what makes Eclipse® special.

They are available for download any time, or hard copies can be requested in the Resources section at BaileyNurseries.com.



VISUAL ASSETS:

In addition to a robust image library, we provide various digital assets in the form of advertising templates, training videos, inspirational and how-to videos, social media content, logos, and more!

Don't see something you need? Let us know!

CONTACTS:

Want to learn more about Eclipse® Bigleaf Hydrangea? We love to hear from our partners!

GENERAL BRAND QUESTIONS

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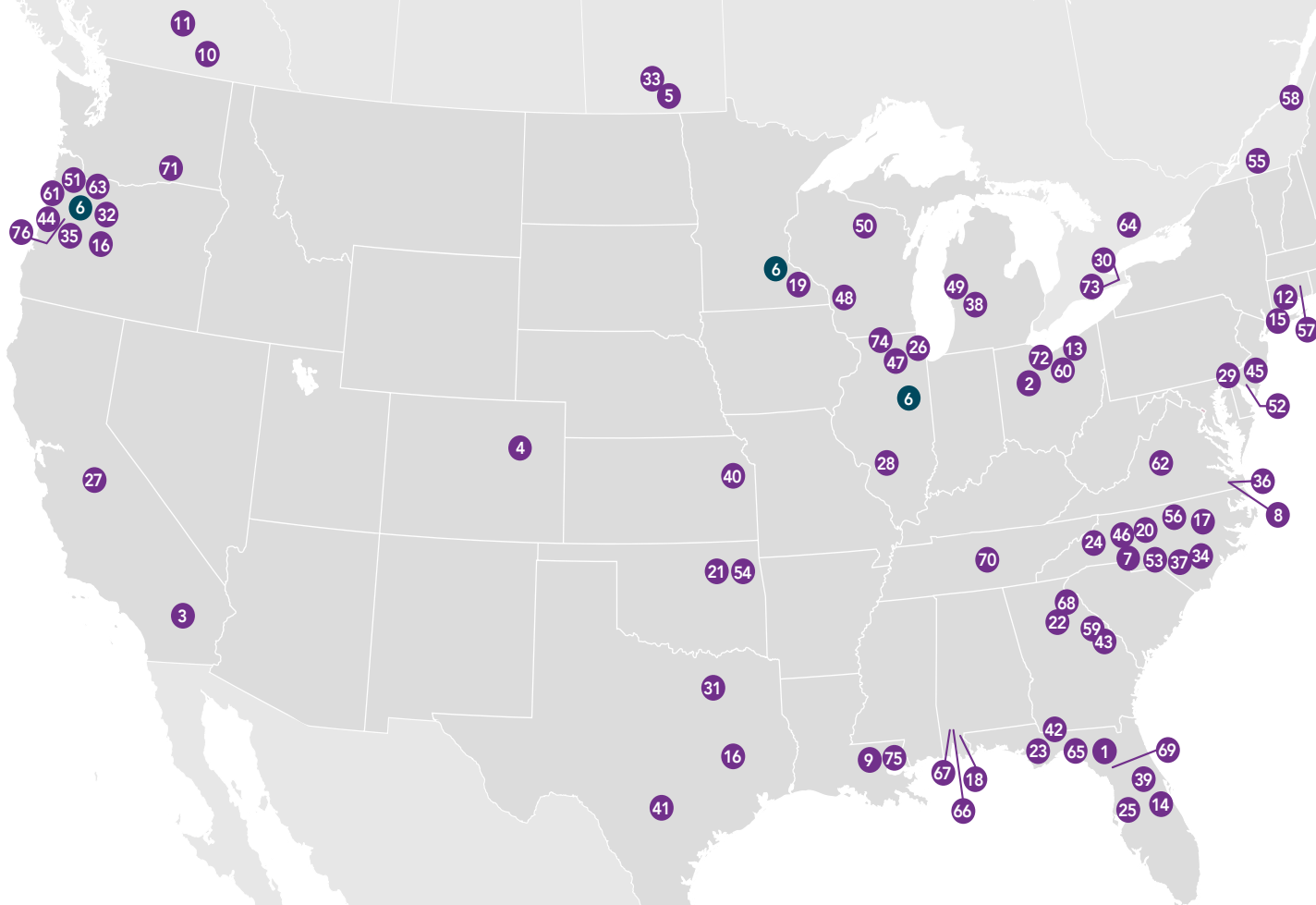
MARKETING

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SUPPORT

We have a network of licensed growers across North America, led by First Editions® brand owner Bailey Nurseries, making it easy to track down liners and retail-ready product no matter your location!



1. 3 Rivers Farms Nursery - FL
2. Acorn Farms, Inc. - OH
3. Alta Nursery, Inc. - CA
4. Arbor Valley Nursery - CO
5. Aubin Nurseries LTD - Manitoba, Can.
6. Bailey Nurseries - MN, IL, OR
7. Baucom's Nursery, Co - NC
8. Bennett's Creek Nursery - VA
9. Bracy's Nursery - LA
10. Bron & Sons Nursery, Co. - BC, Can.
11. Bylands Nurseries, Ltd - BC, Can.
12. Clinton Nurseries - CT
13. Cottage Gardens Nursery - OH
14. Dewar Nurseries, Inc. - FL
15. East Coast Nurseries Inc. - NY
16. Everde Growers - TX, OR
17. Fair View Nursery, Inc. - NC
18. Flowerwood Nursery, Inc. - AL
19. Gerten's - MN
20. Gossett's Landscape Nursery - NC
21. Greenleaf Nursery, Co. - OK
22. Griffith Propagation Nursery, Inc. - GA
23. Hackney Nursery - FL
24. Hawksridge Farms - NC
25. Hibernia Nursery - FL
26. Hinsdale Nurseries - IL
27. Hollandia Nursery, Inc. - CA
28. Home Nursery, Inc. - IL
29. Hopewell Nursery Inc. - NJ
30. J.C. Bakker & Sons, Ltd. - Ontario, Can.
31. J. Berry Nursery - TX
32. J. Frank Schmidt & Son Co. - OR
33. Jeffries Nurseries, Ltd. - Manitoba, Can.
34. Johnson Nursery Corporation - NC
35. Kraemer's Nursery, Inc. - OR
36. Lancaster Farms, Inc. - VA
37. Latham's Nursery Inc. - NC
38. Lincoln Nurseries, Inc. - MI
39. Liner Source, Inc. - FL
40. Loma Vista Nursery, Inc. - KS
41. Lone Star Growers - TX
42. May Nursery, Inc. - FL
43. McCorkle Nurseries, Inc. - GA
44. Means Nursery, Inc. - OR
45. Medford Nursery, Inc. - NJ
46. Metrolina Greenhouses, Inc. - NC
47. Midwest Groundcovers, LLC - IL
48. Northern Family Farms, LLP - WI
49. Northland Farms, LLC - MI
50. Northwoods Nursery, Inc. - WI
51. Oregon Pride Nurseries, Inc. - OR
52. Overdevest Nurseries, LP - NJ
53. Panoramic® Farms - NC
54. Park Hill Plants & Trees - OK
55. Pépinière Abbotsford - Québec, Can.
56. Powell's Nursery, LLC - NC
57. Prides Corner Farms - CT
58. Québec Multiplant - Québec, Can.
59. R.A. Dudley Nurseries, Inc. - GA
60. Ridge Manor Nursery LLC - OH
61. Robinson Nursery - OR
62. Saunders Brothers, Inc. - VA
63. Sester Farms, Inc. - OR
64. Sheridan Nurseries - Ontario, Can.
65. Simpson Nurseries - FL
66. Stokley Nursery - AL
67. Tom Dodd Nurseries, Inc. - AL
68. Transplant Nursery, Inc. - GA
69. Tropic Traditions, Inc. - FL
70. Turner & Sons Nursery - TN
71. Walla Walla Nursery Co. - WA
72. Willoway Nursery, Inc. - OH
73. Willowbrook Nursery, Inc. - Ontario, Can.
74. Wilson Nurseries - IL
75. Windmill Nursery, LLC. - LA
76. Woodburn Nursery & Azaleas - OR



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