



2024 NEW VARIETIES

BAILEY

Endless
Summer

FIRST
EDITIONS

easy
elegance

TO OUR PARTNERS,

It is with great excitement that we introduce our first-ever cultivar completely developed at Bailey Innovations™ by David Roberts, Director of Plant Breeding: First Editions® Eclipse® Bigleaf Hydrangea.

Like all plants we bring to market, we have incredibly high standards to be met, ensuring each is unique and better than what already exists. And this new introduction does that and more. Eclipse® is the first-ever bigleaf hydrangea with incredibly dark leaves accented by cranberry or deep purple blooms, depending on soil pH. As you continue through this brochure, you'll learn even more about this exciting new introduction, available Spring 2024.

In addition to Eclipse®, two more shrubs will be introduced into the First Editions® collection, one for cool climates and another for warm climates. These regionally focused cultivars provide excellent landscape performance, pollinator havens, and multi-season benefits.

Finally, new perennial and tree introductions fill out what's new for 2024. We hope that you find inspiration and excitement in these pages and look forward to a prosperous season.



Terri McEnaney
CEO



Eclipse®
Bigleaf
Hydrangea



Honeycomb™
Ninebark



Queen
Bee™
Chastetree



Decadence®
Blueberry
Sundae
Baptisia



Decadence®
Deluxe Pink
Truffles
Baptisia



Artisan™
Soft Orange
Coneflower



Artisan™
Red Ombre
Coneflower



New
Vintage™
Red Yarrow



Prairie Dog
Switch
Grass



Juicy
Jewel®
Asian Pear



Skinny
Latte™
Kentucky
Coffeetree

INTRODUCING ECLIPSE® BIGLEAF HYDRANGEA

Hydrangea macrophylla 'Bailmacseven' PP34,544, U.S. Patent Pending

**DARK FOLIAGE
THAT STAYS DARK**

**COAST-TO-COAST, THIS FOLIAGE STAYS
DEEP PURPLE AND WON'T GO GREEN!**



Astonishing Color: Between the rich color of the flowers and the groundbreaking deep purple foliage, Eclipse® brings color to the landscape and other outdoor spaces, even in warm and sunny climates.

Height: 3-5'

Width: 3-5'

Zone: 5-9

Exposure: Morning Sun,
Afternoon Shade



Dark purple foliage that never fades green.



Cranberry blooms that contrast and complement deep purple foliage.



Easy to grow anywhere.

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 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.

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.

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.



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

Honeycomb™ Ninebark

Physocarpus opulifolius 'ZLENora' PP34,624

Large, vibrant, chartreuse leaves hold their color all season long, even in full sun. Honeycomb-shaped white flowers appear in spring and contrast nicely with the foliage, which turns shades of gold in the fall. Honeycomb™ can be easily shaped with pruning or left to grow naturally. This ninebark grows nicely in containers and is just as attractive in the landscape. The medium size makes for a beautiful hedge or color block along a fence line.

HEIGHT	WIDTH	SHAPE
4-6'	5-7'	Upright, Arching
USDA Hardiness	AHS Heat Zone	EXPOSURE
3-7	7	Full Sun to Part Shade





Queen Bee™ Chastetree

Vitex agnus-castus 'Bailtexthree' PPAF

Long-lasting blooms and improved flower power make this shrub a true standout. Vibrant lavender flowers appear in mid June and continue throughout the summer. The first round of flowers encourages a strong rebloom, which is ideal for scheduling production cycles. Queen Bee™ exhibits impressive drought, heat and cold tolerance compared to similar varieties. With its larger size, this pollinator magnet creates a beautiful and colorful hedge or focal point.

HEIGHT	WIDTH	SHAPE
5-6'	7-9'	Rounded
USDA Hardiness	AHS Heat Zone	EXPOSURE
6-9	9	Full Sun





Decadence® Blueberry Sundae Baptisia

Baptisia 'Blueberry Sundae' PP23,891

Selected for a more compact habit and more desirable flower colors than the species, Decadence® Blueberry Sundae Baptisia has deep indigo blue flowers that provide an excellent floral display that occurs in late spring to early summer. The deep blue-green foliage forms a more compact, upright mound to 3' tall at maturity. Blueberry Sundae is a vigorous grower, and the foliage looks great all summer. Ornamental seed pods extend the season of interest into fall. Baptisia is easy to grow and will thrive with little maintenance, and is great in meadow plantings, as a backdrop in borders, or as a specimen. Plants are very long-lived once established.

HEIGHT	WIDTH	SHAPE
2.5-3'	2.5-3'	Vase
USDA Hardiness	AHS Heat Zone	EXPOSURE
4-9	9	Full Sun to Part Shade



Decadence® Deluxe Pink Truffles Baptisia

Baptisia 'Pink Truffles' PP26,588

Selected for a more compact habit and more desirable flower colors than the species, Decadence® Deluxe Pink Truffles Baptisia has clear soft pink blossoms with a pale-yellow keel that are produced in late spring. The flowers are the perfect complement to peonies, bleeding hearts, and other spring bloomers. Its compact, shorter habit makes it easy to fit into any garden. Baptisia is easy to grow and will thrive with little maintenance, and is great in meadow plantings, as a backdrop in borders, or as a specimen. Plants are very long-lived once established.

HEIGHT	WIDTH	SHAPE
4-4.5'	3-4'	Vase
USDA Hardiness	AHS Heat Zone	EXPOSURE
4-9	9	Full Sun to Part Shade



Artisan™ Soft Orange Coneflower

Echinacea x hybrida 'PAS1308374' US7,982,110

With its compact size and profusion of large orange flowers, Artisan™ Soft Orange Coneflower brings big impact to the landscape on a small plant. Blooming in early summer, deep orange flowers emerge and soften as they age. A pollinator magnet in summer and fall, this adaptable and disease-resistant cultivar also provides great winter interest with spiky seedheads that stand upright in the landscape providing texture and a food source for birds like goldfinches. Planted in full sun, Artisan™ Soft Orange is great in the landscape or decorative containers.

HEIGHT	WIDTH	SHAPE
16-28"	10-24"	Upright
USDA Hardiness	AHS Heat Zone	EXPOSURE
4-9	9	Full Sun

Artisan™ Red Ombre Coneflower

Echinacea x hybrida 'PAS1257973' US7,982,110

With its compact size and profusion of large red flowers, Artisan™ Red Ombre Coneflower offers a beautifully compact, mounded habit with fantastic warm tones. Blooming in early summer, deep red flowers emerge and soften in intensity as they age. A pollinator magnet in summer and fall, this adaptable and disease-resistant cultivar also provides great winter interest with spiky seedheads that stand upright in the landscape providing texture and a food source for birds like goldfinches. Planted in full sun, Artisan™ Red Ombre is great in the landscape or decorative containers.

HEIGHT	WIDTH	SHAPE
16-28"	10-24"	Upright
USDA Hardiness	AHS Heat Zone	EXPOSURE
4-9	9	Full Sun





New Vintage™ Red Yarrow

Achillea millifolium 'Balvinred' PP25,618

New Vintage™ Red Yarrow adds bright jewel-tone reds to the garden palette from late spring through summer. This ruby red yarrow is a compact, tidy, drought tolerant addition to hot summer days. The flowers age nicely and don't fade to brown like other cultivars. Yarrow is a pollinator-friendly, easy-to-grow perennial that lights up the garden. Butterflies love yarrow, while deer and rabbits tend to avoid this plant. The lovely, flat-topped flowers make perfect additions to summer bouquets. Deadhead faded blooms to encourage repeat blooming.

HEIGHT	WIDTH	SHAPE
12-14"	10-12"	Upright
USDA Hardiness	AHS Heat Zone	EXPOSURE
3-8	8	Full Sun

Prairie Dog Switch Grass

Panicum virgatum 'Prairie Dog' PP32,736

Prairie Dog Switchgrass is a more compact selection compared to the species with sturdy, upright, blue-green stems and wine-red leaves. In the spring, the foliage is blue green, but by early summer the leaves begin to turn a stunning shade of deep red. In late summer, a bouquet of rosy panicles is displayed just above the foliage. When in bloom, the leaves curl slightly, which gives the impression of red ribbons woven throughout the flowers. All parts of this grass are very sturdy and will remain standing through winter unless snows are heavy, also providing protection for birds and other animals.

HEIGHT	WIDTH	SHAPE
4-5'	2-3'	Upright
USDA Hardiness	AHS Heat Zone	EXPOSURE
4-9	9	Full Sun





Juicy Jewel® Asian Pear

Pyrus 'MN121' PPAF

Juicy Jewel® Asian Pear has crisp, yet juicy apple-like texture, strong disease resistance, and an early harvest date in mid-August that will make it a popular choice for cool-climate growers. Juicy Jewel® produces attractive oval-to-elliptical-shaped fruit with yellow-green skin and the occasional orange-pink blush. Taste-wise, Juicy Jewel® fruit is sweet with mild tropical overtones. It can be picked ripe for immediate consumption and may be stored for two to three months when refrigerated. The tree should be planted in combination with another pear variety to ensure cross pollination and optimum fruit production.

HEIGHT	WIDTH	SHAPE
10-15'	8-12'	Narrow, Vase
USDA Hardiness	AHS Heat Zone	EXPOSURE
4-8	8	Full Sun



Skinny Latte™ Kentucky Coffeetree

Gymnocladus dioica 'Morton'

Skinny Latte™ Kentucky Coffeetree is an upright, almost columnar cultivar that matures to fifty feet tall and fifteen to twenty feet wide. Originally selected by the Morton Arboretum, this male cultivar of a Midwest native species is adaptable and tolerant of harsh weather conditions, does not produce fruit, and has nice yellow fall color. With its slightly wider base and then stiff upright branching structure, Skinny Latte™ would make an excellent street tree.

HEIGHT	WIDTH	SHAPE
50'	15-20'	Narrow, Vase
USDA Hardiness	AHS Heat Zone	EXPOSURE
4-9	9	Full Sun



2024 IS THE YEAR OF THE ECLIPSE®

And not just because there's an actual solar eclipse on April 8, 2024, but that's a pretty unique coincidence, don't you think?

First Editions® Eclipse® Bigleaf Hydrangea will be making its national introduction as the first-ever dark leaf *Hydrangea macrophylla* on the market that truly keeps its dark foliage all season long, even in warm and sunny climates. It's unique, innovative, and will make a big splash at retail and in the landscape. It's one of those plants you simply cannot miss out on, especially in its introductory year with a massive national advertising campaign that will drive consumer demand.

BAILEY® | Endless Summer® | FIRST EDITIONS® | easy elegance®

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