



Endless  
Summer<sup>®</sup>  
hydrangeas

# 2025 catalog





Leading the category in brand awareness has been driven by introducing the best-of-the-best reblooming hydrangeas, continuing to raise the bar with each new plant. We have earned the position of the world's best-selling collection of hydrangeas because of superior genetics and solving previously unsolved obstacles such as consistent rebloom, incredible cold tolerance, and mass consumer appeal. Dedicated partners across North America and the world bring top-quality plants to market with strong production support, marketing assets, and targeted sales efforts. Choosing Endless Summer® Hydrangeas means partnering with a robust brand that delivers from breeding through final sale.

Using proprietary research and market intelligence from the global marketplace, Endless Summer® has a commitment to delivering reliable, marketable new varieties. Ongoing breeding work continues at Bailey Innovations so that Endless Summer® can lead the way for long-lasting retail, grower, and landscaper success. The explosive launch of Summer Crush® in 2019 proved the excitement for new breeding work in the *H. macrophylla* category, and the increase in production and sales numbers show that the trend will continue as new introductions like Pop Star® hit the consumer marketplace in 2023.





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# meet the collection



## BloomStruck® reblooming hydrangea

*Hydrangea macrophylla* 'PIIHM-II' PP25,566 CPBR5146

- Impressive rose-pink or purple season-long blooms, depending on soil pH
- Strong red-purple stems and dark green leaves provide striking views
- Perfect combo of above average heat tolerance and disease resistance

height: 3-4'

width: 4-5'

exposure: morning sun, afternoon shade

hardiness zone: 4-9      heat zone: 9

shape: rounded to spreading



## Pop Star® reblooming hydrangea

*Hydrangea macrophylla* 'Bailmacsix' PP33,703 CPBRAE

- Compact hydrangea that blooms from top to bottom all season long
- Unique lacecap electric blue or bright pink blooms, depending on soil pH
- Perfect for small landscapes or containers, and attracts pollinators

height: 18-36"

width: 18-36"

exposure: morning sun, afternoon shade

hardiness zone: 4-9      heat zone: 9

shape: mounded

# Summer Crush<sup>®</sup>

## reblooming hydrangea

*Hydrangea macrophylla* 'Bailmactive' PP30,359 CPBR6561

- Covered in big raspberry red or neon purple blooms, depending on soil pH
- Compact and tidy form makes it ideal for decorative containers
- Brings season-long, floral-quality blooms to garden or patio containers

**height:** 18-36"

**width:** 18-36"

**exposure:** morning sun, afternoon shade

**hardiness zone:** 4-9    **heat zone:** 9

**shape:** upright, rounded



# meet the collection



## The Original reblooming hydrangea

*Hydrangea macrophylla 'Bailmer'*

- Provides season-long color with blue or pink blooms, depending on soil pH
- Perfect for foundation plantings, containers, or cut flower arrangements
- Hardy, disease-resistant, and time-tested sensation that is a must

height: 3-5'

width: 3-5'

exposure: morning sun, afternoon shade

hardiness zone: 4-9

heat zone: 9

shape: rounded





## Twist-n-Shout®

reblooming hydrangea

*Hydrangea macrophylla* 'PIIHM-I' PP20,176 CPBR3688

- Season-long deep pink or periwinkle blue blooms, depending on soil pH
- Unique lacecap blooms and vivid red stems add interest to the garden
- Perfect accent or filler plant for season-long interest and color

**height:** 3-5'

**width:** 3-4'

**exposure:** morning sun, afternoon shade

**hardiness zone:** 4-9

**heat zone:** 9

**shape:** upright, rounded



## Blushing Bride

reblooming hydrangea

*Hydrangea macrophylla* 'Blushing Bride' PP17,169 CPBR3404

- Pure white, semi-double florets provide season-long elegant views
- Blooms mature to blush pink
- Perfect as a focal point or to bring harmony and ease to the garden

**height:** 3-6'

**width:** 3-6'

**exposure:** morning sun, afternoon shade

**hardiness zone:** 5-9

**heat zone:** 9

**shape:** upright, rounded



# in the landscape (or container)

Narrowing variety selection may be based on the landscape application. Endless Summer® hydrangeas were selected because of their versatility, and the collection offers different sizes, shapes, and colors to fit most any landscape design, even if it's a deco pot on a balcony!

Use this as a cheat sheet to start planning how to use each Endless Summer® variety, whether you're positioning them for retail sale, designing them in clients' landscapes, or selecting cultivars to grow for future sales. Each has its place to support home gardeners Experience Life In Full Bloom™.

## Pop Star®

- Capitalize pathway
- Deco pots
- Capitalize focal point



## Summer Crush®

- Under windows
- Short hedges
- Lining pathways
- Deco pots
- Use it as a focal point





## BloomStruck<sup>®</sup>

- Foundation
- Under windows
- Short hedges
- As a focal point

## The Original

- Foundation
- Hedges
- To add a focal point



## Blushing Bride

- Foundation
- Hedges
- perfect to add a focal point

## Twist-n-Shout<sup>®</sup>

- Foundation
- Hedges
- Make it the focal point





# it's in the genes

Great plants start with the best genetics, and Endless Summer® hydrangeas are no exception. Since 2004, the brand has continued introducing new varieties that have even stronger traits to bring success to consumers and the trade. Attributes like more blooms, faster rebloom, compact stature and strong stems, increased cold and bud hardiness, and disease resistance must be seen to make the cut.

New Endless Summer® varieties come from Bailey Innovations™, the breeding arm of the brand owner Bailey. At the farm in Athens, Georgia, Director of Plant Breeding David Roberts and his team sow up to 100,000 seedlings each year to begin the process of finding the best new plant. On the next page, you'll see the whole process of breeding, trialing, and introducing an Endless Summer® hydrangea, using Pop Star® Reblooming Hydrangea as an example.

David Roberts shares that “we ultimately want our customers to have confidence in our plants and in their ability to care for them. And we know that we have to earn that trust by following a prescriptive breeding and trialing process.”

To be considered in the Endless Summer® brand, each hydrangea must check a number of boxes and provide something new, different, or better than is already on the market:

- **Remontancy:** Every hydrangea in the collection is a reblooming *Hydrangea macrophylla*, but simply being a rebloomer isn't enough. To check this box, a new introduction must rebloom more potently and, when possible, more quickly to allow earlier flowers, even if old wood buds are damaged during the winter.
- **Cold tolerance:** While the hydrangeas are bred in Athens, Georgia, much of the trialing is done at Bailey's Minnesota facilities in USDA Zone 4. The goal for new introductions is to not only survive but thrive and bloom heavily in that cold climate environment.
- **High production values:** We know that if a plant isn't easy in production, it's going to be a challenge to build broad distribution. During the breeding and trialing process, we do various production trials across North America to ensure that possible introductions are easy for growers from propagation through finished plants. This means reduced inputs with maximum retail-ready outputs.
- **Disease resistance:** The beautiful blooms of Endless Summer® hydrangeas need to be complemented by gorgeous foliage, so ensuring any possible introduction has clean, disease-resistant leaves is a must. If disease is seen at any stage of the breeding and trialing process, that is a deal breaker. This is why regional testing is important, making sure the foliage stays clean in both humid and more arid environments.



*The breeding process is an all-hands process. We start it at Bailey Innovations™, and then it's a big team effort at Bailey and with our trusted brand licensees, public garden, and university partners that trial plants before introduction.*

*At the end of the day, it's an imperative to do many years of testing to have confidence that growers, retailers, landscapers, and home gardeners will be excited by and have success with any new introduction into the Endless Summer® Hydrangeas collection.*



# road to Endless Summer®



## what's in the blue pot?

It takes a long time, a lot of consideration, and years of testing to become an Endless Summer® hydrangea. Our most recent introduction, Pop Star® Reblooming Hydrangea, sets the new standard for potency of flowers and speed to rebloom. And it does so with incredibly textural, vibrant lacecap flowers. After 8 years from seed to sale, this stunner was introduced in 2023.

Follow along to learn about all the boxes it was required to check to become an Endless Summer® hydrangea.

Around 5% of the initial seedlings make it to this point!

## breeding & hybridization

Up to 150 different parental combinations per year are made. This process is done in controlled environments, making sure no external factors intervene.



## pre-selection

Appx. 400 – 500 hydrangeas are selected and evaluated more closely.

## evaluation populations

From the most successful and promising germinated seedlings, 10,000 – 15,000 are upshifted to containers where they are observed more closely.

At this stage, hydrangeas grow in a production environment, so we can assess disease resistance, container success, and if the unique genetic traits are consistent.



More than 100,000 seedlings are evaluated annually!

## seedling populations

From those successful parental combinations, we evaluate the most promising seedlings.



# all about liners

Growers, you know the importance of turning crops to keep product moving. And you know the value of producing consistent quality. With Endless Summer® Hydrangeas, you have access to a wide range of liners to stage your crop cycles and grow the best plants for your customers. If you're buying small plants from a licensed Endless Summer® grower or from brand owner Bailey Nurseries, you've got options.

## bareroot

Bareroot gives you a bigger input that can be planted early in the season and will be ready for sales in a short time frame. At Bailey, these plants are grown in the right soil and climate to produce strong plants that set you up for success.

Endless Summer® bareroot is available from Bailey sites in Minnesota and Oregon.



## JumpStarts®

JumpStarts® are designed to extend your planting season beyond spring. These potted liners help you spread your labor and add another layer to your crop cycles while retaining that consistent quality. With grooves that prevent circling roots, you're receiving vigorous liners that are ready to take off in production.

And to match your schedule, Bailey offers year-round shipping from multiple sites across the U.S.

## JumpStarts® 5.5

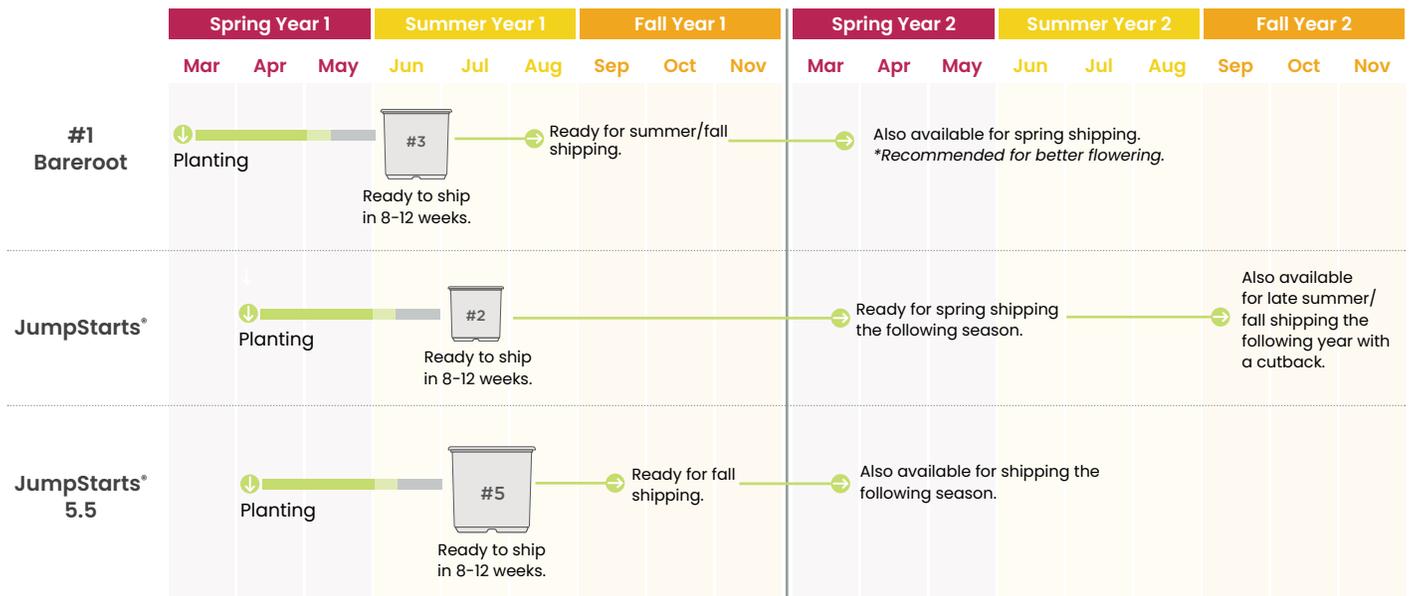
Another option is the JumpStarts® 5.5, which has all the benefits of a JumpStarts® with double the size. Use this liner as a replacement for 1-gallon upshifts to finish larger containers and make upshifting more economical.



Showing Summer Crush® Reblooming Hydrangea

Use a combination of these liners to round out your production schedule and have product ready throughout the season. This chart shares examples of how bareroot and potted liners work together to stage crop cycles. Growers in warmer regions can plant Endless Summer® liners earlier in spring. However, the new growth should be protected if freezing temperatures are expected.

### Endless Summer® Summer Crush® Reblooming Hydrangea production timelines:



\* Please Note: The finishing times for bareroot and JumpStarts® are based on our production schedules in Onarga, Illinois, while the finishing times for JumpStarts® 5.5 are based on feedback from network partners. Results and timelines will vary depending on climate and other conditions.



## pots and tags

If you're growing liners to produce finished plants, it's important to follow the brand requirements for pots and tags. These guidelines help maintain a consistent image across the brand and help your customers know what to expect when purchasing an Endless Summer® plant.

To view the minimum brand standards, head to the Resources section on [BaileyNurseries.com](http://BaileyNurseries.com) or scan the QR code.



# merchandising support

## Endless Summer® has a new look at retail!

We've redesigned our pots and tags to make them stand out even more to entice shoppers to stop, learn, and purchase our hydrangeas.



### classic blue pot, renovated

The larger logo helps draw attention to the brand and connect it with the bright blue container consumers know and trust.



Specific taglines and photos tell the customer what's special about the plant.



Each plant has an unique colored tag that complements that bright blue container.

The word reblooming is used to make sure the customer knows these plants rebloom!

Each tag has a QR code leads the customer directly to each variety landing page, allowing customer to quickly find all the information they need right on our website.



More information is presented in bullet points for quick learning.



## merchandising materials

No matter your needs or store configuration, Endless Summer® merchandising materials are here to help you sell more hydrangeas! These materials will help the product stand out and offer customers easy-to-shop displays to make their hydrangea garden dreams a reality.

Scan here for more information on how to use Endless Summer® merchandising materials!



# marketing resources

When you work with Endless Summer®, you benefit from working with a brand that does its part in reaching customers. Check out how and where we promote Endless Summer® hydrangeas.



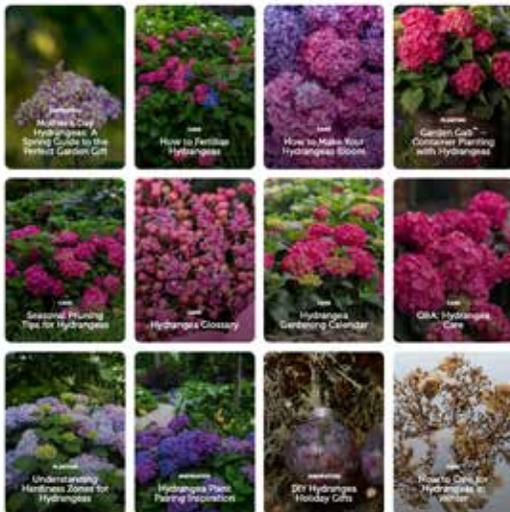
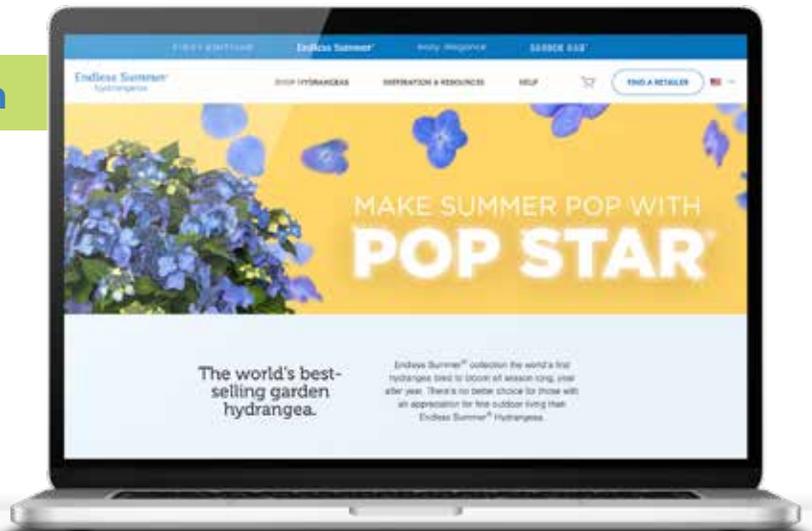
## social media

Are you following [@EndlessSummerHydrangeas](#) on social media? Timely care tips, planting help, DIYs, and hydrangea inspiration fill the feed and encourage our hydrangea community to stay connected.

Be sure to follow and encourage your whole team so everyone can be in the loop! And if you're posting content featuring Endless Summer® hydrangeas, tag us and use [#LifeInFullBloom](#) so we can see and share the love.

## EndlessSummerHydrangeas.com

The Endless Summer® consumer website is home to all the information needed to enjoy beautiful, blooming hydrangeas. The website has it all, including variety information and a blog that includes planting help, care tips, and inspiration.



## informational videos

Hydrangea gardening is easy when you have Garden Gab™ in your corner! Garden Gab™ is our video series that provides home gardeners with quick tips and inspiration.



Scan to follow, sign up, and bookmark these consumer resources!

## email newsletters

We even reach people in their inboxes! The Endless Summer® monthly newsletter combines the latest information and timely care tips to help home gardeners have a successful season in the garden.

## advertising & media coverage

Endless Summer® gets the word out with paid and digital advertising, as well as editorial coverage. These efforts ensure that wherever people seek information on hydrangeas, Endless Summer® is front and center!



## grower & retailer resources

If you're a grower or retailer of Endless Summer® products, check out the updated resources section at [Shop.BaileyNurseries.com](http://Shop.BaileyNurseries.com)

We've made growing, planting, or selling Endless Summer® easy by providing access to production tips, cultural information, catalogs and brochures, our image and video library, and more all in one place.



Scan for the full list of Northamerican Network Grower Partners



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