



FIRST[®]
EDITIONS
SHRUBS & TREES

LANDSCAPE GUIDE

COOL CLIMATES (ZONES 2-6)



FLOWERFULL®
SMOOTH HYDRANGEA

WELCOME TO THE MOST FUN YOU'VE EVER HAD WITH SHRUBS AND TREES!

Let's face it. You've got a lot of options when it comes to plant selection for the landscape. And you've got time-tested favorites that have earned their place on your short list. So, we realize it can take a lot to try something different.

As you browse this brochure, you'll learn more about the intentionally selected varieties in the First Editions® Shrubs & Trees collection that are rewriting the book on how to talk about this foundational category.

Introduced for better flowering, greater disease resistance, mass planting appeal, native species benefits, low maintenance, and more, First Editions® provides you with plants you can trust. Plants that will perform year after year. Plants with purpose.

We invite you to take some time with this brochure, not just to look at our Rock Star plants, but also to learn the work that goes into each introduction, how they've been tested, landscape inspiration, and plants that provide solutions. Enjoy, and we look forward to working with you!

Layci Gragnani

Brand & Business Development Manager
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SCAN TO EMAIL ME

THE FIRST EDITIONS® VIEWPOINT

First Editions® works to make shrubs and trees accessible to the trade and home gardeners. Easy solutions for tough problems. Sometimes that means providing a beautiful plant for a wet spot in the landscape. Sometimes that means a water-wise, adaptable plant as climate change affects our palette for the future. And sometimes it just means narrowing plant options to what works best in your region. We want to make finding the best plant for your site easy to find, easy to understand, and easy to use.

COLLECTIONS APPROACH

To make that ease-of-use philosophy come to life, First Editions® is broken down into collections. So, if you're looking for plants for a specific region in North America, we've got you covered. If you're looking for plants for pollinators, we've broken that down for you. Have a client that wants a privacy hedge? There's a list for that! Keep flipping through these pages to find many of these tools, and head to the Resources tab on BaileyNurseries.com for even more solutions to make using First Editions® easy as can be.



SNOWDANCE™ JAPANESE TREE LILAC

THE BEST PLANTS

Removing the big challenges of shrubs and trees in the landscape starts with having the best plants on the market. We are incredibly proud of the First Editions® collection and stand behind their performance from propagation to the landscape. And we can do that because they go through such rigorous testing and trialing before introduction. If a plant is bred in-house at Bailey Innovations™, it can take seven to ten years from sowing seed to retail introduction.

Because we really want to ensure it performs as promised. Between Bailey Innovations™ breeding efforts and worldwide breeder partnerships, we are always looking for an improvement on an existing species, bringing a new species to the marketplace like we did with *Distylium*, and looking at the future needs of our landscapes as it relates to climate change. We are methodical when introducing new varieties, only bringing something to market if it truly can stand on its own and be better than what already exists. We won't flood the system with plants simply for the sake of being new.



David Roberts

Director of Plant Breeding at Bailey Innovations™

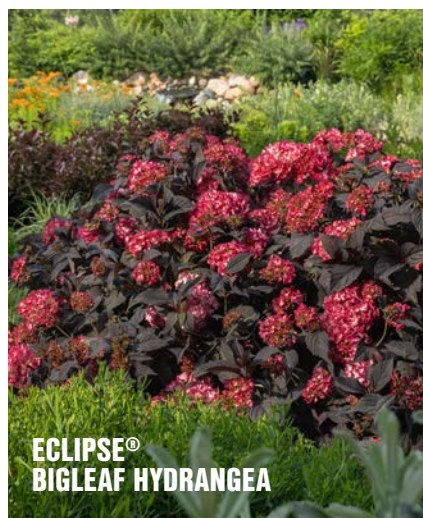
FINDING FIRST EDITIONS®

These great shrubs, trees, and more are sold worldwide through a vast network of licensed growers. Including brand owner Bailey Nurseries, there are more than 75 partners around the world that can propagate and distribute First Editions®. This allows easy access to these fantastic genetics, no matter where you grow and sell plants. To find the right grower for you, check the inside back cover of this brochure or the First Editions® tab on BaileyNurseries.com.

★ ★ ★ ROCK STARS ★ ★ ★

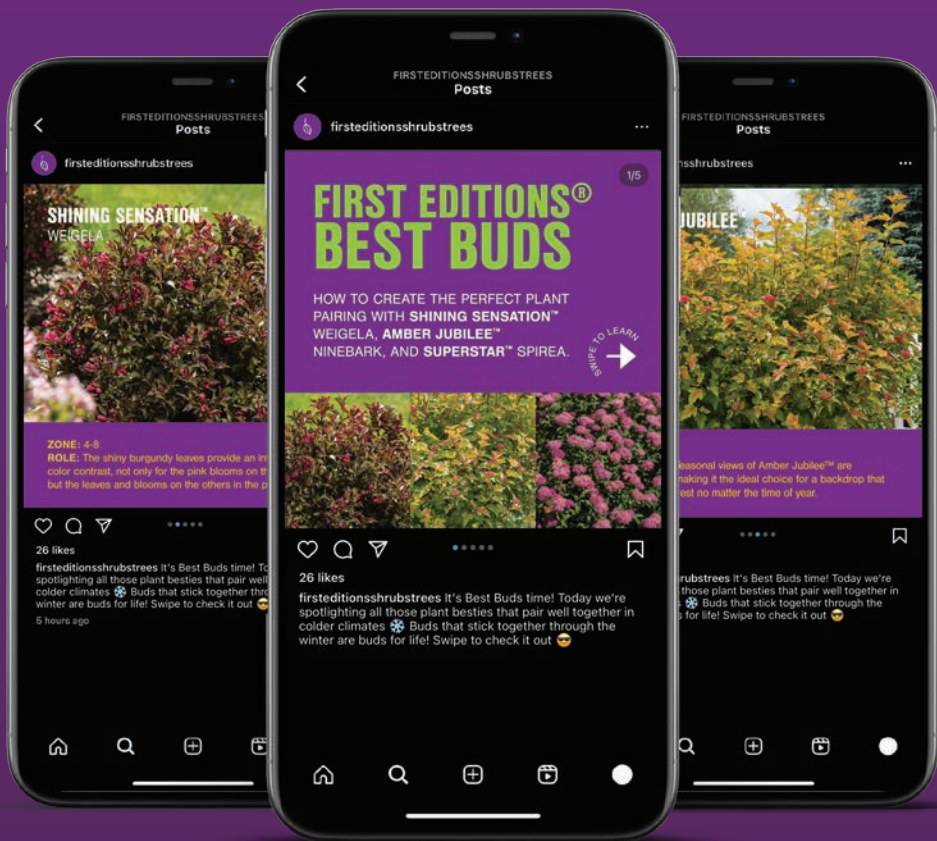
While we are confident in every plant in First Editions®, we have some top selections that have gone above and beyond, demonstrating their reliability in production, at retail, and in the landscape. With more than 100 shrubs and trees to choose from, it can be difficult to make a selection on what to grow and sell. That's why we put together our handy list of Rock Stars to help make the decision for you.

Don't know where to begin? We've got you covered. These Rock Stars have earned their title through ultimate multi-region performance, versatility, outstanding visual interest — and will undoubtedly enhance any outdoor environment with strength, texture, and color. Flip to the next few pages for even more on some of our top Rock Stars in the landscape!



BEST BUDS

Having individual Rock Stars is important, but knowing how to use them in the landscape with other plants is also a big deal. Our best-performing consumer advertising campaign is consistently what we call Best Buds. This is an easy how-to guide for pairing First Editions® plants with other perennials, shrubs, and trees. We've shared some Best Bud ideas in this guide, but even more illustrations, lists, and ideas are available at BaileyNurseries.com.



Find your Best Bud and follow along
@FirstEditionsShrubsTrees



BEST BUDS

ROCK STAR FEATURE PRODUCTS



FLOWERFULL® SMOOTH HYDRANGEA - NEW FOR 2025!

FlowerFull® Smooth Hydrangea boasts superior genetics that produce significantly bolder blooms and sturdier upright stems. With two-to-three times more blooms per season than other *Hydrangea arborescens*, FlowerFull® is a major improvement to the industry standard.

That proliferation of blooms is held high on strong stems that don't flop in the wind and rain. And FlowerFull® is disease-resistant and requires fewer touchpoints from day one. Reaching heights of three to four feet, this low-maintenance marvel makes for an outstanding focal point in smaller landscapes and commercial settings alike.

Height: 3-4'		Width: 4-5'		Zone: 3-8
Shape: Rounded		Exposure: Morning Sun, Afternoon Shade		

FLOWERFULL® BEST BUDS:

- Standing Ovation™ Serviceberry
- Fireside® Ninebark
- Little Spark® Spirea
- Cotton Candy™ Phlox
- Love & Peace® Rose



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



FlowerFull® (1) provides an eye-catching pop of white in this otherwise monochromatic design. Surrounded by the silvery leaves of Iceberg Alley® Sageleaf Willow (2) and the dense, textured, green evergreen foliage of Tall Guy® Arborvitae, the dark green leaves and crisp white flowers of FlowerFull® will really stand out in this easy-care combination.

WITH ITS ABUNDANCE OF FLOWERS, FLOWERFULL® IS A REAL STANDOUT AS A FOCAL POINT OR IN A DIVERSE PLANTING MIX.

Build a beautiful summer display with FlowerFull® (1) providing classic beauty as the focal point, bookended by texture from ornamental grass. In front, line the border with Sapphire Surf™ Bluebeard (2) for cool tones in the summer and early fall garden.



BEST BUDS | ROCK STAR FEATURE PRODUCTS



COBALT-N-GOLD™ HYPERICUM

Cobalt-n-Gold™ has a tidy, mounded shape that makes it a breeze to grow in the landscape. In late spring, the plant is covered in sunny yellow flowers that contrasts beautifully with the narrow blue-silver foliage. In fall, the leaves become different shades of yellow, red, and orange, providing additional color to this low-maintenance plant. If that's not enough, the flowers are full of nectar for pollinators. Cobalt-n-Gold™ is a solid choice for mass plantings in residential and commercial landscapes.

Height: 3-5'		Width: 3-5'		Zone: 3-8
Shape: Rounded		Exposure: Full Sun to Part Shade		



Cobalt-n-Gold™ is highly adaptable native species that tolerates dry sites and full sun. In residential landscapes it can be used for borders, cottage gardens, native areas, and erosion control. It maintains the mounded shape along the walkway without pruning, keeping the planting low maintenance for the home gardener. The finely textured blue-silver foliage and yellow flowers of Cobalt-n-Gold™ (1) complement the wider silver leaf of Iceberg Alley® Sageleaf Willow (2). Finally, Bubblegum Pink™ Phlox adds a fabulous accent color to this wholly native species cottage garden planting.

ON COMMERCIALS SITES, COBALT-N-GOLD™ CAN BE PLANTED ALONG SIDEWALKS, IN PARKING LOTS, AND ALONG OFFICE BUILDINGS TO ADD MASS APPEAL. AS A NATIVE SELECTION, COBALT-N-GOLD™ IS A SOLID CHOICE FOR SUSTAINABLE LANDSCAPES.



COBALT-N-GOLD™ BEST BUDS:

- Lucky Devil® Ninebark
- Little Hottie® Panicle Hydrangea
- Campfire Rose
- Virtual Violet® Lilac



In a commercial planting, you're probably thinking about salt tolerance, low-to-no maintenance, and drought tolerant selections. Cobalt-n-Gold™ checks all those boxes, and can stand up to the elements, even next to highly trafficked sidewalks. With Cobalt-n-Gold™ (1) as the hero in this design, add some central height and early-season flowers with Standing Ovation™ Serviceberry (2) and then alternate Shining Sensation™ Weigela (3) for season-long dark leaves and blooms that will emerge after Standing Ovation™ and before Cobalt-n-Gold™.

BEST BUDS | ROCK STAR FEATURE PRODUCTS



LITTLE HOTTIE® PANICLE HYDRANGEA

This compact hydrangea makes a big statement in the landscape, with massive white blooms that cover the plant from top to bottom. Little Hottie® thrives in cold climates and can be used in almost any landscape. It remains 3-5' tall and wide, making it the perfect companion for annuals, perennials, and other shrubs. This hydrangea can be grown as a specimen or planted in groups to maximize the bloom power. Little Hottie® has a natural branching habit that minimizes the need for pruning while creating a full plant.

Height: 3-5'		Width: 3-5'		Zone: 3-8
Shape: Rounded		Exposure: Full Sun to Part Shade		

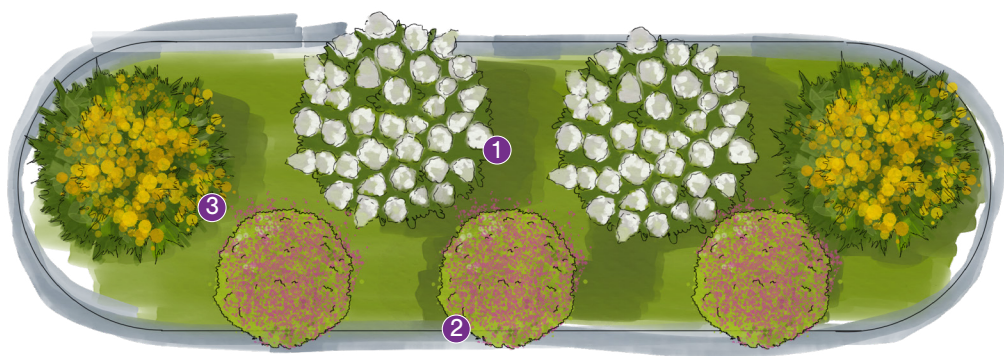


In residential sites, Little Hottie® (1) shines in foundation beds and borders. Plant it with foliage shrubs like Firedance® Dogwood or Spicy Devil® Ninebark (2) to highlight the vibrant white blooms. In a cottage garden, Little Hottie® is the right size for mixing with other plants, like Kashmir Rose (3), Pop Star® Reblooming Hydrangea (4), and Rozanne Geranium.



LITTLE HOTTIE® BEST BUDS:

- Parkland Pillar® Birch
- Cobalt-n-Gold™ Hypericum
- Fireside® Ninebark
- Superstar™ Spirea



Little Hottie® has many landscape applications, including commercial properties. It's compact stature and salt tolerance is excellent for use along sidewalks and parking lot areas. Little Hottie® (1) is an excellent companion plant for Superstar™ Spirea (2) and Cobalt-n-Gold™ (3) Hypericum.

PROBLEM SOLVERS

Adding shrubs to your landscape is an excellent way to provide structure, frame buildings, anchor designs, and create year-round interest. Check this handy chart when designing to take advantage of all these Rock Stars have to offer.

FIRST EDITIONS® ROCK STARS	SIZE		SUN NEEDS	ZONE	
	H	W			
Amber Jubilee™ Ninebark	5-7'	3-4'		2-7	
Bali™ Hibiscus	5-8'	4-7'		5-8	
Berry White® Panicle Hydrangea	6-7'	4-5'		3-8	
Campfire Rose	3'	3'		3-7	
Centennial Blush Star Magnolia	12-18'	10-15'		4-9	
Cobalt-n-Gold™ Hypericum	2-3'	4-5'		4-7	
Eclipse® Bigleaf Hydrangea	3-5'	3-5'		5-9	
Firedance™ Dogwood	3-4'	4-5'		2-7	
FlowerFull® Smooth Hydrangea	3-4'	4-5'		3-8	
Iceberg Alley® Sageleaf Willow	3-6'	3-6'		2-6	
Jade Parade® Sand Cherry	2-3'	4-6'		3-7	
Little Hottie® Panicle Hydrangea	3-5'	3-5'		3-8	
Little Spark® Spirea	18-24"	18-30"		3-8	
Neon Burst™ Dogwood	4-6'	4-6'		2-7	
Parkland Pillar® Birch	40'	6-7'		3-7	
Shining Sensation™ Weigela	5-6'	3-4'		4-8	
Standing Ovation™ Serviceberry	15'	4'		2-8	
Straight & Narrow® Japanese Holly	6-8'	2-3'		6-8	
Tiger Eyes® Cutleaf Staghorn Sumac	6'	6'		4-8	
Virtual Violet® Lilac	6-8'	5-7'		3-7	
White Diamonds® Panicle Hydrangea	4-6'	5'		3-8	

LOOKING FOR THE FULL LIST?
SCAN THE QR CODE!



	DROUGHT TOLERANT	WET SOILS	SALT TOLERANT	DEER RESISTANT*	GOOD FOR CONTAINERS	NORTH AMERICAN NATIVE SPECIES	ATTRACTS POLLINATORS	MASS PLANTING	SCREENING & HEDGES	ADDED INTEREST
	●	●		●		●			●	Beautiful fall foliage
			●	●			●		●	
	●								●	Striking fall bloom color
					●		●	●		
				●			●		●	Fragrant blooms
	●		●	●	●	●	●	●		
			●		●			●		
	●	●	●	●		●	●	●		Beautiful fall foliage, winter interest
			●			●	●	●	●	
		●			●	●	●	●		Early-season blooms
	●		●	●		●	●	●		Fragrant blooms
	●				●			●		
	●		●	●	●		●	●		Beautiful fall foliage
	●	●		●			●	●	●	Beautiful fall foliage, winter interest
	●		●						●	Beautiful fall foliage
	●		●	●			●			
	●			●		●	●		●	Edible berries and beautiful fall foliage
			●						●	
	●		●		●	●		●		Beautiful fall foliage
	●		●				●		●	
	●						●		●	

*Deer resistance can be regional and circumstantial. These designations are based on the Rutgers New Jersey Agricultural Experiment Station research, as available.

SEASONAL COLOR

In addition to tactical solutions, the aesthetic is also important. Review this color chart for how the plants will appear in the landscape so that you can pair accordingly for seasonal interest.

	SPRING	
Amber Jubilee™ Ninebark	Orange and Yellow Foliage with White Blooms	
Bali™ Hibiscus	Green Foliage	
Berry White® Panicle Hydrangea	Green Foliage	
Campfire Rose	Green Foliage	
Centennial Blush Star Magnolia	Pink Buds Open to Almost Pure White Blooms	
Cobalt-n-Gold™ Hypericum	Blue/Silver/Green Foliage	
Eclipse® Bigleaf Hydrangea	Dark Purple Foliage	
Firedance™ Dogwood	White Blooms	
FlowerFull® Smooth Hydrangea	Green Foliage	
Iceberg Alley® Sageleaf Willow	Silver Catkins with Red Stamens	
Jade Parade® Sand Cherry	White Blooms	
Little Hottie® Panicle Hydrangea	Green Foliage	
Little Spark® Spirea	Yellow Foliage	
Neon Burst™ Dogwood	Chartreuse Foliage with White Blooms	
Parkland Pillar® Birch	Green Foliage	
Shining Sensation™ Weigela	Burgundy Foliage	
Standing Ovation™ Serviceberry	White Blooms	
Straight & Narrow® Japanese Holly	Dark Green Foliage	
Tiger Eyes® Cutleaf Staghorn Sumac	Chartreuse Foliage	
Virtual Violet® Lilac	Purple Blooms	
White Diamonds® Panicle Hydrangea	Green Foliage	

LOOKING FOR THE FULL LIST?
SCAN THE QR CODE!



	SUMMER	FALL	WINTER
	Green Foliage with Orange and Yellow	Red and Purple Foliage	
	White Blooms with Purple-Red Center		
	White Blooms	White Blooms Fade to Dark Pink	
	Yellow Blooms Fringed in Red		
	Green Foliage	Yellow-Bronze Foliage	
	Yellow Blooms	Shades of Yellow, Orange, and Red Foliage	Exfoliating Bark
	Dark Purple Foliage with Cranberry Blooms		
	Green Foliage	Red-Purple Foliage	Red Winter Stems
	White Blooms	Green Foliage	
	Silver Foliage		
	Green Foliage	Yellow, Orange, and Red Foliage	
	White Blooms	White Blooms Fade to Light Pink	
	Yellow Foliage with Pink Blooms	Shades of Pink Foliage	
	Chartreuse Foliage	Shades of Purple, Red, Yellow, Orange Foliage	Red Winter Stems
	Green Foliage	Golden Foliage/White Bark	White Bark
	Pink Blooms/Burgundy Foliage	Burgundy Foliage	
	Green Foliage	Red/Orange Foliage	
	Dark Green Foliage		
	Chartreuse Foliage	Yellow, Orange, and Scarlet Foliage	Unique Winter Stems
	Green Foliage		
	White Blooms	White Blooms Fade to Parchment and Pink	

BERRY WHITE®

PANICLE HYDRANGEA

Hydrangea paniculata 'Renba' PP28,509

WHY IT ROCKS:

- Strong stems hold flower heads upright
- Incredible fall color – the best we've seen on any panicle hydrangea
- Low maintenance – just needs a trim in late winter

HOW TO USE IT:

- Colorful hedge / privacy screen
- Specimen plant or back-of-border grouping

BEST BUDS:

- Cobalt-n-Gold™ Hypericum
- Superstar™ Spirea
- Sapphire Surf™ Bluebeard

HEIGHT	WIDTH	SHAPE
6-7'	4-5'	Spreading
ZONE	EXPOSURE	
3-8	Full Sun to Part Shade	



JADE PARADE®

SAND CHERRY

Prunus pumila 'UCONNPP002' PP33,014

WHY IT ROCKS:

- Profuse spring bloomer
- Low-growing with glossy blue-green foliage turns shades of yellow, orange, and red in fall
- Tolerant of dry conditions once established

HOW TO USE IT:

- Mass planting or groundcover as an alternative to Gro-Low Fragrant Sumac
- Hillside erosion control, parking lot islands, and high-traffic landscapes

BEST BUDS:

- Little Hottie® Panicle Hydrangea
- Shining Sensation™ Weigela
- Eclipse® Bigleaf Hydrangea



HEIGHT	WIDTH	SHAPE
2-3'	4-6'	Spreading
ZONE	EXPOSURE	
3-7	Full Sun	

LITTLE SPARK®

SPIREA

Spiraea japonica 'Minspil04' PP30,819

WHY IT ROCKS:

- Retains colorful foliage all season without reversion, offering a substitute for 'Goldflame'
- Orange new growth, yellow summer foliage, and charming pink flowers give way to leaves with shades of pink in fall
- Compact, low-maintenance, and hardy selection

HOW TO USE IT:

- Low border planting
- Decorative pots for multi-season, easy-care interest

BEST BUDS:

- Spicy Devil® Ninebark
- Technito® Arborvitae
- Tianshan™ Seven-Son Flower



HEIGHT	WIDTH	SHAPE
18-24"	18-30"	Rounded, Spreading
ZONE	EXPOSURE	
3-8	Full Sun to Part Shade	

ICEBERG ALLEY®

SAGELEAF WILLOW

Salix candida 'Jefberg'

WHY IT ROCKS:

- Incredibly cold hardy to Zone 2
- Thrives in moist soil and is great in rain gardens
- Colorful spring catkins add early-season interest and nectar for pollinators

HOW TO USE IT:

- Soften or balance a colorful display
- Mid-size hedge or adding a pop of light color as a specimen

BEST BUDS:

- Fireside® Ninebark
- White Diamonds® Panicle Hydrangea
- Rainbow Sensation™ Weigela



HEIGHT	WIDTH	SHAPE
3-6'	3-6'	Upright, Rounded
ZONE	EXPOSURE	
2-6	Full Sun	

AMBER JUBILEE™

NINEBARK

Physocarpus opulifolius 'Jefam' PP23,177

WHY IT ROCKS:

- Multi-season foliage interest: orange, yellow, and gold new growth followed by mildew-resistant green summer leaves and then red and purple tones in fall
- Spring flowers add early-season pops of color in especially cold climates
- Dense habit creates an impressive backdrop

HOW TO USE IT:

- Back-of-border or privacy hedge
- Dramatic addition of height to a mixed display

BEST BUDS:

- Strawberry Sundae® Panicle Hydrangea
- Lotus Moon™ Pearlbush
- Snowdance™ Japanese Tree Lilac



HEIGHT	WIDTH	SHAPE
5-7'	4-6'	Upright, Rounded
ZONE	EXPOSURE	
2-7	Full Sun	

ECLIPSE®

BIGLEAF HYDRANGEA

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

WHY IT ROCKS:

- Intense dark purple leaves hold their color even in sunny warm climates
- Cranberry or amethyst-colored blooms make dramatic impact
- Because it's low maintenance, Eclipse® is suitable for residential and commercial landscapes

HOW TO USE IT:

- Its contrasting colors make it perfect for pairing with anything in the garden.
- Perfect as a focal point in the garden or in decorative containers either by themselves or mixed with seasonal plants.

BEST BUDS:

- Neon Burst™ Dogwood
- Campfire Rose
- Cool Splash® Dwarf Bush Honeysuckle

HEIGHT	WIDTH	SHAPE
3-5'	3-5'	Mounded
ZONE	EXPOSURE	
5-9	Morning Sun, Part Shade	



RESOURCES

Loving what you're seeing and want some more info? We've got you covered! Our goal is to make First Editions® easy to grow, spec, sell, and install, so we've built the tools you need to be successful.

MARKETING SOLUTIONS

Visit the Resources section on BaileyNurseries.com for a full photo library, design ideas, each varieties' cultural information, fact sheets, signage options, and more. All this information is free and accessible for all! And if you need something custom for your needs, let us know and we're happy to work with you.

BRAND CONTACTS

Want to get in touch with the First Editions® team? We'd love to hear from you!

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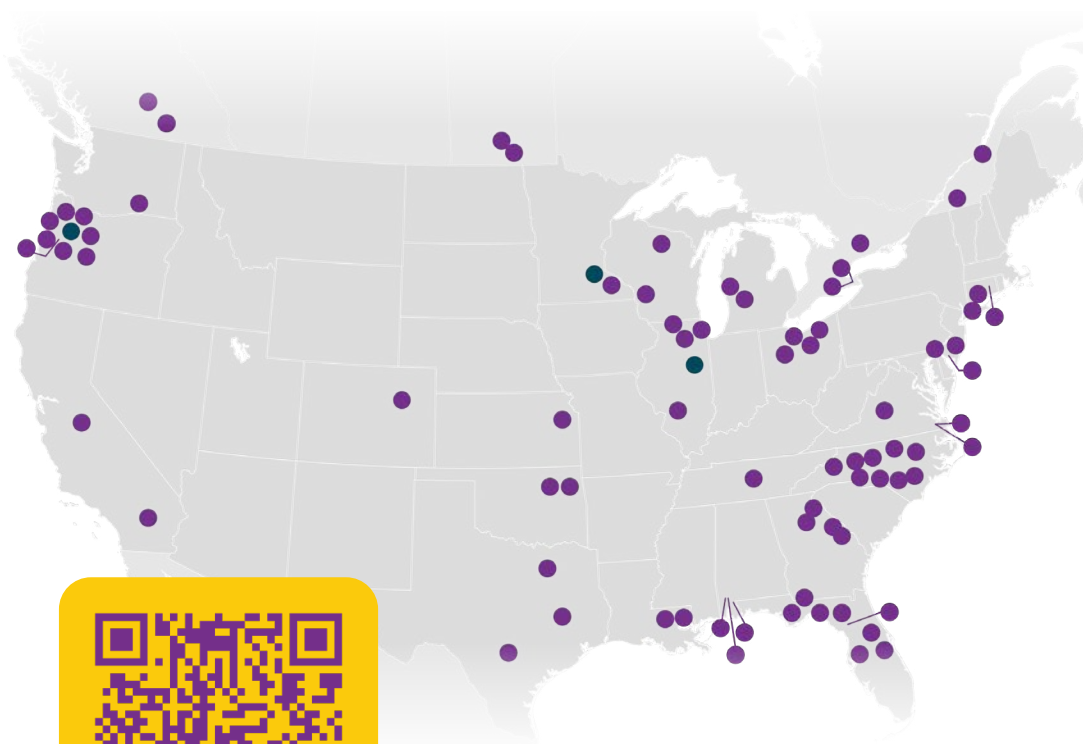
LANDSCAPE & RETAIL SOLUTIONS

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GROWER NETWORK

Looking for First Editions® plants in your area? These trusted partners offer great regional selections. For the full list, scan the QR code. Feel free to contact any of these licensed growers for availabilities.



SCAN ME

FLIP TO PAGE 8 TO LEARN HOW TO
PLANT THIS ROCK STAR PAIRING!



COBALT-N-GOLD™
HYPERICUM

FLOWERFULL®
SMOOTH HYDRANGEA

LITTLE SPARK®
SPIREA

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