



**20 | ROSE**  
**24 | CATALOG**



# easy elegance<sup>®</sup>

ROSES YOU CAN GROW<sup>™</sup>

**FRESH LOOK. FRESH APPROACH.  
STREAMLINED ASSORTMENT: BRINGING YOU THE BEST OF THE BEST.**

Bred for season-long flowers, disease resistance, and a wide array of bloom colors and shrub forms, Easy Elegance<sup>®</sup> offers the best-in-class Roses You Can Grow<sup>™</sup>. Whether you're looking for a low-growing shrub, a classic red rose, or a larger shrub to add mass to the landscape, we've got you covered.

As you spend time browsing this brochure, you'll notice that Easy Elegance<sup>®</sup> looks a little bit lighter. Literally! And that's intentional.

We've spent the last year doing research, learning from home gardeners what inspires them and what drives purchases for roses. And we've taken their input and given the brand a bit of a refresh to match our forward-thinking, accessible, and exciting rose collection.

At the end of the day, we're here to help you sell more roses. From our trialed and tested genetics, current market research, and on-the-ground marketing support, Easy Elegance<sup>®</sup> should be your go-to rose collection. Enjoy your time getting to know what's new, browse our refined offering, and get excited about the future of shrub roses. Because with Easy Elegance<sup>®</sup>, we build confidence using Roses You Can Grow<sup>™</sup>.



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# easy elegance®

ROSES YOU CAN GROW™

## WHAT MAKES AN EASY ELEGANCE® ROSE?

There is a lot of excitement around shrub roses, particularly among younger and newer gardeners. They are looking for colorful shrubs to fill out their landscape, and love the nostalgia and beauty of roses. But they're looking for a modern solution to fulfill that desire; Roses that are easy-care, bloom like crazy, and fit into different areas of their yard.

**And that's where Easy Elegance® stands apart.**

### ONE SIZE DOES NOT FIT ALL

Versatility is crucial for landscapers and home gardeners. Having a solution for any location is necessary to keep a plant collection relevant and useful. We've been intentional about selecting varieties that accomplish any task: low growers to act as groundcovers, compact selections for a border, upright vase-shaped shrubs to mimic a hybrid tea rose, and larger selections to serve as a focal point or refined hedge. Easy Elegance® roses give you the option to utilize this much-loved shrub into any design.



## REGIONAL HIGHLIGHTS

Easy Elegance® roses were specifically bred with regional performance in mind. Years of production and in-ground trials have helped us create a list of warm- and cold-climate favorites. If you're looking for a place to start, it's here:

### COOL CLIMATES

Zones 3-5



**ALL THE RAGE**  
Zone: 4-9



**MUSIC BOX**  
Zone: 4-9



**OSCAR PETERSON™**  
Zone: 3-8



**PAINT THE TOWN**  
Zone: 4-9

### WARM CLIMATES

Zones 6-9



**HIGH VOLTAGE**  
Zone: 4-9



**KASHMIR**  
Zone: 4-9



**MY GIRL**  
Zone: 4-9



**SUNRISE SUNSET**  
Zone: 4-9

## IT'S ABOUT THE CULTURE

**Great plants start with great genetics.**

And these were all bred with purpose: cold tolerance, disease resistance, and low maintenance. Now, these roses can't just survive in cold climates; they have to thrive. Hardy to Zone 4, these plants are genetically adapted to be more cane and bud hardy, giving cold-climate gardeners color earlier in the season without worrying about dieback.

On the flip side, their incredible disease resistance allows them to grow in warm climates without the worry of black spot or foliar diseases prevalent in other roses. All of this adds up to less maintenance for the home gardener, which is a must!



*Kashmir Rose showcasing clean foliage, even in October.*



## DIGGING DEEPER

Keeping current on end-user goals, desires, and perceptions – especially with a legacy species like roses – is important. As we began to navigate into the post-COVID world, we knew it was time to do some research and be sure Easy Elegance® stays at the forefront of the rose category, while being a relevant part of the overall landscape conversation.

**So, we partnered with a national research organization and our external strategic consumer marketing agency and dug in!**

### WHAT WERE OUR GOALS?

- Understand current perceptions (including expectations, strengths, and opportunities) related to this category and more specifically Easy Elegance® Roses.
- Gather insights to further inform the Easy Elegance® Roses target market(s).
- Quantify expectations, needs, and perceptions around flower gardening, rose gardening, and specifically Easy Elegance® Roses.
- Determine a need for a possible repositioning of the brand.

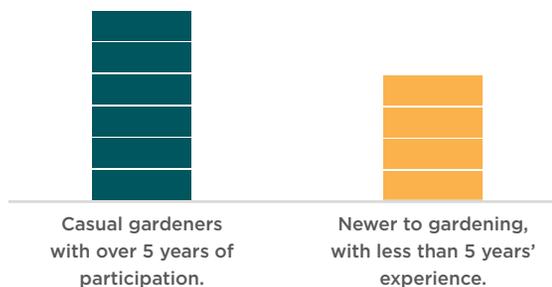
### WHO DID WE TALK TO?

300 consumers within 3 key audience segments:

- Easy Elegance® past purchasers (30%)
- Engaged gardeners (35%)
- Casual gardeners (35%)

Their experience level:

- Participates in container gardening (88%)
- Participates in gardening with flowering plants (81%)





**67%**  
 OF RESPONDENTS  
 PLANT ROSES TO  
 CREATE A  
 MORE BEAUTIFUL  
 SPACE

**34%**  
 EXPLAINED THAT FIND  
 GARDENING WITH  
 THESE SHRUBS TO BE  
 REWARDING, RELAXING,  
 AND ENJOYABLE

**96%**  
 OF PREVIOUS PURCHASERS OF  
 EASY ELEGANCE® ROSES WERE  
 SATISFIED WITH THE PRODUCT

**81%**  
 OF ROSE GARDENERS  
 SELECTED COLD HARDINESS  
 AND/OR HEAT TOLERANCE  
 AS VERY IMPORTANT OR  
 IMPORTANT

**85%**  
 OF PAST PURCHASERS  
 ARE LIKELY TO  
 PURCHASE ANOTHER  
 EASY ELEGANCE® ROSE

**OPPORTUNITIES**

- **64%** of gardeners have 2 or fewer roses in their yard, but there's interest in adding more, providing huge market opportunity.
- Almost half said they purchase rose plants at least once per year.
- Only **10%** of gardeners thought to plant shrub roses in decorative containers, yet **88%** garden in pots, providing lots of room to grow with the right inspiration.
- Respondents appreciated the mix of colors, shapes, and flower variation in the collection, but also appreciate a more distilled list of "best of the best" for different scenarios.



*Super Hero Rose*



easy  
elegance<sup>®</sup>  
ROSES YOU CAN GROW<sup>™</sup>

## PACKAGING EVOLUTION

We learned *a lot* in the research and hope that you found some interesting bits of information that help you know more about consumer sentiment towards roses, especially Easy Elegance<sup>®</sup>.

**OUR BIGGEST TAKEAWAY IS THAT - WITH YOUR HELP - WE'RE DOING A LOT OF THINGS RIGHT, AND THERE IS SOME OPPORTUNITY FOR SLIGHT TWEAKS TO CONNECT WITH TODAY'S CONSUMER EVEN MORE DEEPLY.**

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elegance®  
ROSES YOU CAN GROW™



## UPDATED PACKAGING

The research feedback showed that consumers liked the red pot and logo, so we wanted to embrace that. But to make it stand out a bit more and keep the brand fresh, we've updated the packaging to a brighter red color. Not only does it make the visual more dynamic, but also helps it stand out at the retail garden center.

In addition to the visual updates, we added the Roses You Can Grow™ tagline to show in lockup with the Easy Elegance® logo. The research showed that home gardeners want to be confident in growing roses and are looking for low maintenance shrubs that add beauty to the landscape. This tagline resonates well and supports those key insights, boosting the end user's confidence in the product from the get-go!

## FEATURING THE VERY BEST

While survey participants appreciated the variety of plants within the Easy Elegance® collection, they also shared the desire for easy selection. So, our team went to work and reviewed the best-of-the best for at color, size and shape, and regional performance and curated a more targeted product list to still provide great diversity while taking away the guesswork of which variety to choose.

88%

OF THOSE SURVEYED WERE INTERESTED IN LEARNING MORE OR PURCHASING EASY ELEGANCE® ROSES AFTER SEEING A PRODUCT IMAGE AND REVIEWING THE BRAND PROMISE

- “Easy to grow” and “fuss-proof” were two characteristics that resonated most, followed by “blooms spring to frost” and “naturally disease resistant”.
- Respondents like the brand name and feel it's descriptive of the collection, and the “easy, elegant” descriptors were validated by past purchasers.

# the plants.



## ALL THE RAGE

Rosa 'BALrage' PP19,945

All the Rage is a delightful, hardy, multi-colored shrub rose that blooms steadily all season, providing a range of colors to enjoy. The blooms age to lipstick pink before cleanly dropping away, keeping the landscape looking fresh. A compact size and round form make this rose suitable for various landscape settings.

<b>Class</b> Shrub Rose	<b>Height</b> 3-5'
<b>Color</b> Apricot Blend	<b>Width</b> 2-4.5'
<b>Bloom Cycle</b> Everblooming	<b>Petal Count</b> 10-12
<b>Flower Form &amp; Size</b> Semi-double, 3-4"	<b>Exposure</b> Full Sun
<b>USDA Hardiness Zone</b> 4-9	<b>AHS Heat Zone</b> 8

All the Rage is disease resistant and performs well in cool and warm climates.



## CALYPSO

Rosa 'BALypso'

Calypso is a compact, mounded shrub rose that is covered in repeat-blooming apricot flowers, bringing color to the landscape throughout the season. The soft color of the petals contrasts beautifully with the glossy disease-resistant foliage. With its compact size, Calypso is an ideal accent in a garden or foundation planting.

<b>Class</b> Shrub Rose	<b>Height</b> 2'
<b>Color</b> Apricot Blend	<b>Width</b> 2'
<b>Bloom Cycle</b> Recurrent	<b>Petal Count</b> 25
<b>Flower Form &amp; Size</b> Double, 2.5"	<b>Exposure</b> Full Sun
<b>USDA Hardiness Zone</b> 5-9	<b>AHS Heat Zone</b> 9

Calypso is an ideal accent in a garden or foundation planting.



## CHAMPAGNE WISHES

*Rosa* 'BAICham'

Soft apricot buds open to reveal antique white blooms on this hardy shrub rose. Champagne Wishes' blooms contrast beautifully with the medium green foliage, looking spectacular when paired with perennials in mixed borders, and its compact size is perfect for low hedges. Champagne Wishes features repeat blooms on a disease resistant, low maintenance plant.

**Class** Shrub Rose

**Color** White

**Bloom Cycle** Recurrent

**Flower Form & Size** Full, 3"

**USDA Hardiness Zone** 4-7

**Height** 3-4'

**Width** 2-3'

**Petal Count** 24-31

**Exposure** Full Sun

**AHS Heat Zone** 7



Champagne Wishes was named the 2017 Best Rose Winner by the Portland Rose Society.

## CORAL COVE

*Rosa* 'BALove'

Incredible color, petite size, and incredible disease resistance – what more could you want from a rose? Coral Cove is an everblooming shrub rose with double blooms whose outer petals are dark pink that change to orange and finally to bright yellow at the center. The small, perfectly rounded form makes Coral Cove an outstanding informal hedge along a walkway or garden path and is excellent in mixed perennial plantings.

**Class** Shrub Rose

**Color** Orange-Pink Blend

**Bloom Cycle** Everblooming

**Flower Form & Size** Double, 3"

**USDA Hardiness Zone** 4-9

**Height** 2-3.5'

**Width** 2-4.5'

**Petal Count** 20

**Exposure** Full Sun

**AHS Heat Zone** 8



Coral Cove was named the 2014 Best Shrub Rose by the Portland Rose Society.



## HIGH VOLTAGE

*Rosa* 'BALage'

High Voltage shocks with beautiful clusters of double yellow blossoms held high on sturdy stems. Its incredibly clean foliage complements the fragrant blooms, creating a fresh feeling in the landscape. This shrub rose grows in an upright, vase shape, making it a perfect plant for the back of a border or stand out shrub.

**Class** Shrub Rose

**Color** Medium Yellow

**Bloom Cycle** Recurrent

**Flower Form & Size** Double, 2-3"

**USDA Hardiness Zone** 4-9

**Height** 4-5'

**Width** 2-4'

**Petal Count** 22

**Exposure** Full Sun

**AHS Heat Zone** 8



Portland Rose Society named High Voltage the Best Shrub Rose in 2010.



## KASHMIR

*Rosa* 'BALmir'

Kashmir is an easy-care shrub rose with the look of the classic hybrid tea without any of the hassle. Its velvety red blossoms are as soft as cashmere and beg to be cut for the vase. With an evenly rounded habit, Kashmir fits perfectly as a bold accent plant in the border, in a foundation planting, or as a low hedge, hugging paths and walkways.

**Class** Shrub Rose

**Color** Red

**Bloom Cycle** Recurrent

**Flower Form & Size** Very Full, 3"

**USDA Hardiness Zone** 4-9

**Height** 3-4'

**Width** 2-3'

**Petal Count** 50

**Exposure** Full Sun

**AHS Heat Zone** 8



American Rose Trials for Sustainability® Winner

## LITTLE MISCHIEF

Rosa 'BALief' PP17,196

Little Mischief is one of the most popular roses in the Easy Elegance® Collection for a reason. It is consistent, hardy, disease resistant and everblooming, filling the landscape with color all season long. The new blooms on this rose are deep pink with a white eye, and contrast wonderfully with the older, light pink blooms. Its foliage is a glossy green and remains free of disease throughout the season.

**Class** Shrub Rose

**Color** Deep Pink

**Bloom Cycle** Everblooming

**Flower Form & Size** Double, 1"

**USDA Hardiness Zone** 4-9

**Height** 2-3'

**Width** 2-4'

**Petal Count** 19-24

**Exposure** Full Sun

**AHS Heat Zone** 8



Low-growing, Little Mischief is a wonderful companion plant in a border, hedge, or decorative container.



American Rose Trials for Sustainability® Winner

## MUSIC BOX

Rosa 'BALbox'

Music Box boasts everblooming double blossoms with creamy yellow centers surrounded by delicate pink blends. Glossy medium foliage accompanies the beautiful flowers, making an ideal accent shrub for any garden. This rose is disease resistant and grows on its own root.

**Class** Shrub Rose

**Color** Yellow Blend

**Bloom Cycle** Everblooming

**Flower Form & Size** Double, 2"

**USDA Hardiness Zone** 4-9

**Height** 3-5.5'

**Width** 3-4.5'

**Petal Count** 30-35

**Exposure** Full Sun

**AHS Heat Zone** 9

## MY GIRL

Rosa 'BALgirl' PP19,952

The adorable, round, deep pink buds on My Girl Rose are held in clusters of 5 to 30, opening to ruffly blossoms so full they almost hide the centers. This shrub rose is backed by medium green foliage, proven to be highly resistant to black spot with little to no defoliation. Compact, upright habit with good repeat bloom.

**Class** Shrub Rose

**Color** Deep Pink

**Bloom Cycle** Recurrent

**Flower Form & Size** Full, 2-3"

**USDA Hardiness Zone** 4-9

**Height** 3-5'

**Width** 3.5-5'

**Petal Count** 28-30

**Exposure** Full Sun

**AHS Heat Zone** 8



My Girl makes a dazzling color statement in borders and performs well in both cool and warmer regions.



## MYSTIC FAIRY®

Rosa 'BAIfairy' PP16,131

Irresistible blooms of rich red with pink undertones carpet Mystic Fairy® Rose in massive clusters all summer long. New foliage is glossy red, which slowly gives way to dark green mature leaves, a striking complement to the blooms. This compact, vigorous shrub rose is resistant to blackspot and mildew, while being crown hardy to Zone 4.

**Class** Shrub Rose

**Color** Red Blend

**Bloom Cycle** Everblooming

**Flower Form & Size** Full, 2"

**USDA Hardiness Zone** 4-9

**Height** 3-4'

**Width** 3-4'

**Petal Count** 27

**Exposure** Full Sun

**AHS Heat Zone** 8

The flowers are sterile, allowing the plant to bloom continuously.



## OSCAR PETERSON™

Rosa 'AAC333'

Bred in Canada and named after the famous Canadian jazz pianist and composer, Oscar Peterson™ Rose is not only tough, but also beautiful. Blooming from early summer through fall, the semi-double flowers on this own root shrub rose start off a shade of yellow cream and turn to bright white with a contrasting center of golden yellow stamens. The flowers are arranged in sprays and accent the rich green, disease resistant foliage beautifully. The upright habit makes this a go to rose for informal hedges.

**Class** Shrub Rose

**Color** Creamy White

**Bloom Cycle** Recurrent

**Flower Form & Size** Semi-Double, 3"

**USDA Hardiness Zone** 3-8

**Height** 2-4'

**Width** 2-3'

**Petal Count** 10-15

**Exposure** Full Sun

**AHS Heat Zone** 8

As an added bonus, the spent blooms form edible and decorative hips that can be made into jams and jellies.



### PAINT THE TOWN

*Rosa* 'BAltown' PP18,060

Paint the Town has everblooming red, hybrid tea-shaped blooms that carpet this shrub rose all season long. The striking flowers are accented by disease resistant, glossy, dark green foliage. This selection is an excellent performer in cool and warm regions. Paint the Town's spreading-to-mounded shape is well suited to container gardening and border plantings.

<b>Class</b> Shrub Rose	<b>Height</b> 2-3'
<b>Color</b> Medium Red	<b>Width</b> 2-4'
<b>Bloom Cycle</b> Everblooming	<b>Petal Count</b> 20
<b>Flower Form &amp; Size</b> Double, 3.5"	<b>Exposure</b> Full Sun
<b>USDA Hardiness Zone</b> 4-9	<b>AHS Heat Zone</b> 9

### PINKTOPIA

*Rosa* 'BAlmas'

Pinktopia has masses of repeat-blooming semi-double pink flowers surrounded by disease resistant dark green foliage. The red new growth eventually ages to dark green, creating beautiful contrast in the landscape. Maturing to roughly 4 feet in height, this rose is an ideal accent or hedge shrub.

<b>Class</b> Shrub Rose	<b>Height</b> 4'
<b>Color</b> Medium Pink	<b>Width</b> 3'
<b>Bloom Cycle</b> Recurrent	<b>Petal Count</b> 10-15
<b>Flower Form &amp; Size</b> Semi-Double, 3"	<b>Exposure</b> Full Sun
<b>USDA Hardiness Zone</b> 4-9	<b>AHS Heat Zone</b> 8



American Rose Trials for Sustainability® winner.

Multiple award winner at Biltmore International Rose Trials.

### SCREAMING NEON RED™

*Rosa* 'BAlneon'

With intense color and superior performance, Screaming Neon Red™ is sure to be a standout in any garden. Intense neon red, wave-like repeat blooms are accented by dark green, disease-resistant foliage. In fall, the foliage on this rose turns a lovely burgundy red. With a compact shape, Screaming Neon Red™ is an excellent choice for an accent shrub or to be used in a mass planting. A true showstopper!

<b>Class</b> Shrub Rose	<b>Height</b> 3-4'
<b>Color</b> Medium Red	<b>Width</b> 2-3'
<b>Bloom Cycle</b> Recurrent	<b>Petal Count</b> 4-8
<b>Flower Form &amp; Size</b> Single, 2-2.5"	<b>Exposure</b> Full Sun
<b>USDA Hardiness Zone</b> 4-9	<b>AHS Heat Zone</b> 8





### SUNRISE SUNSET

Rosa 'BAIset' PP16,770

As the name implies, Sunrise Sunset Rose is a stunning blend with bright fuchsia-pink petals melding to apricot near the center. The blue-green foliage is disease resistant, contrasting beautifully with the bright pink flowers. Its dense, spreading habit makes it an ideal ground cover and is also well suited to mass plantings. A best seller that vigorously grows on its own root, Sunrise Sunset performs extremely well in both cool and warm climates.

<b>Class</b> Shrub Rose	<b>Height</b> 3-6'
<b>Color</b> Pink Blend	<b>Width</b> 4-7'
<b>Bloom Cycle</b> Everblooming	<b>Petal Count</b> 13-19
<b>Flower Form &amp; Size</b> Semi-Double, 2-2.5"	<b>Exposure</b> Full Sun
<b>USDA Hardiness Zone</b> 4-9	<b>AHS Heat Zone</b> 9

 American Rose Trials for Sustainability® Winner

### SUPER HERO

Rosa 'BAIsuhe' PP20,486

You don't have to be a superhero to grow great roses. Super Hero is a low-maintenance shrub rose that is covered in clusters of perfect, red blossoms that stand out strongly against clean, medium to dark green, satiny foliage. This neat, compact, disease-resistant shrub grows well in both cool and warm regions and is great for planting along a border or foundation.

<b>Class</b> Floribunda	<b>Height</b> 3-6'
<b>Color</b> Medium Red	<b>Width</b> 3-6'
<b>Bloom Cycle</b> Everblooming	<b>Petal Count</b> 35-40
<b>Flower Form &amp; Size</b> Full, 2-3"	<b>Exposure</b> Full Sun
<b>USDA Hardiness Zone</b> 4-9	<b>AHS Heat Zone</b> 9

 Super Hero was the winner of the 2018 Master Rose Award at the American Rose Trials for Sustainability®.



## SWEET FRAGRANCE

Rosa 'BAInce' PP19,969

Sweet Fragrance has the sought after hybrid tea-shaped blooms on an easy-care shrub rose. The buds have tropical tints of coral and orange with a deep yellow base that swirl open to full, sweetly fragrant apricot blossoms. Upright growth and strong stems, paired with the hybrid tea-like flowers, make Sweet Fragrance a garden stand-out and perfect for cut arrangements. It is a vigorous grower with outstanding disease resistance.

**Class** Grandiflora

**Color** Apricot

**Bloom Cycle** Everblooming

**Flower Form & Size** Full, 3-4"

**USDA Hardiness Zone** 5-9

**Height** 2-4'

**Width** 2-3'

**Petal Count** 35

**Exposure** Full Sun

**AHS Heat Zone** 8

Perfect for cut flower arrangements  
because of its strong stems!



## YELLOW SUBMARINE

Rosa 'BAline' PP16,659

Yellow Submarine is covered in clusters of lemon-yellow flowers that age to soft yellow and finally to white, creating a spectrum of yellows on one plant. This shrub rose grows upright and has deep green, disease resistant foliage to accent the beautiful blooms.

**Class** Shrub Rose

**Color** Medium Yellow

**Bloom Cycle** Recurrent

**Flower Form & Size** Full, 2"

**USDA Hardiness Zone** 5-9

**Height** 2-4'

**Width** 2-3'

**Petal Count** 32

**Exposure** Full Sun

**AHS Heat Zone** 8

Plant Yellow Submarine in groupings with other  
shrubs and perennials for a brilliant effect.

## HOW TO USE EASY ELEGANCE®

Easy Elegance® roses come in a variety of size, shape, and color to meet the needs of consumers. Our roses are bred for disease resistance, hardiness, and durability, giving you more options in the landscape.

**Whether you're looking for the aesthetics of a hybrid tea rose or the mass appeal of a groundcover, Easy Elegance® has you covered.**

### CONSUMERS

The Easy Elegance® collection features a palette of colors, ranging from pure white to bright scarlet. These colors can be paired together or grown separately to make a statement in the garden. Some of the roses are multi-colored, giving you a blend of everything.

In addition to color, consumers want plants that offer solutions in their landscape. Easy Elegance® comes in various forms and sizes, allowing consumers to use them in many areas of the landscape.

### RETAILERS

Retailers can showcase the versatility of Easy Elegance® in their displays by mixing them with annuals for deco pots or highlighting their many uses in the landscape. The rebloom and disease resistant foliage keep the plants looking good throughout the summer, encouraging impulse sales.



*Paint the Town Rose planted in Zone 4.*



*Coral Cove Rose planted in a decorative container.*

## GROWERS

For growers, Easy Elegance® requires less input to produce a quality crop, allowing you to spread your labor and spend less time applying chemicals. Another benefit is hardiness, as growers in northern climates have access to a range of cold hardy roses, while growers in warm regions have the assurance of heat tolerant plants.

When it comes to roses, one climate doesn't fit all. To better meet your regional needs, we've broken down Easy Elegance® into categories to give you plants that are suitable for your climate. Our warm-climate varieties have been trialed in temperate climates to ensure they meet our standards of disease resistance and flower power, while our cool-climate varieties continue to thrive in climates with severe winters.

Here are some of our regional favorites:

<p><b>COOL CLIMATES</b> Zones 3-5</p> <ul style="list-style-type: none"> <li>• All the Rage</li> <li>• Music Box</li> <li>• Oscar Peterson™</li> <li>• Paint the Town</li> </ul>	<p><b>WARM CLIMATES</b> Zones 6-9</p> <ul style="list-style-type: none"> <li>• High Voltage</li> <li>• Kashmir</li> <li>• My Girl</li> <li>• Sunrise Sunset</li> </ul>
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## GROWER TIPS & LINER OPTIONS

Like any plant, roses have certain requirements to perform well. Here are tips for producing a top quality crop.

### Rose Production Tips:

- Give roses full sun during production.
- Incorporate a control-release fertilizer at planting.
- Provide 1" of water per day in summer.
- Planting should be done in spring through fall, with bareroot planting preferred in spring.
- Water in the morning to keep the foliage dry and avoid irrigating at night.
- Regularly monitor for insect and disease pests.
- Apply a rotation of preventative fungicides throughout the season.

Growers know the importance of balancing labor and production timing. To meet your specific needs, Bailey offers several liner options to round out your planting schedule and spread your labor. Bareroot liners are ideal for early season and summer production, while JumpStarts® potted liners can be planted after spring for a late summer and following year crop. Many growers utilize both options to take advantage of the flexibility.

### Production Timelines:



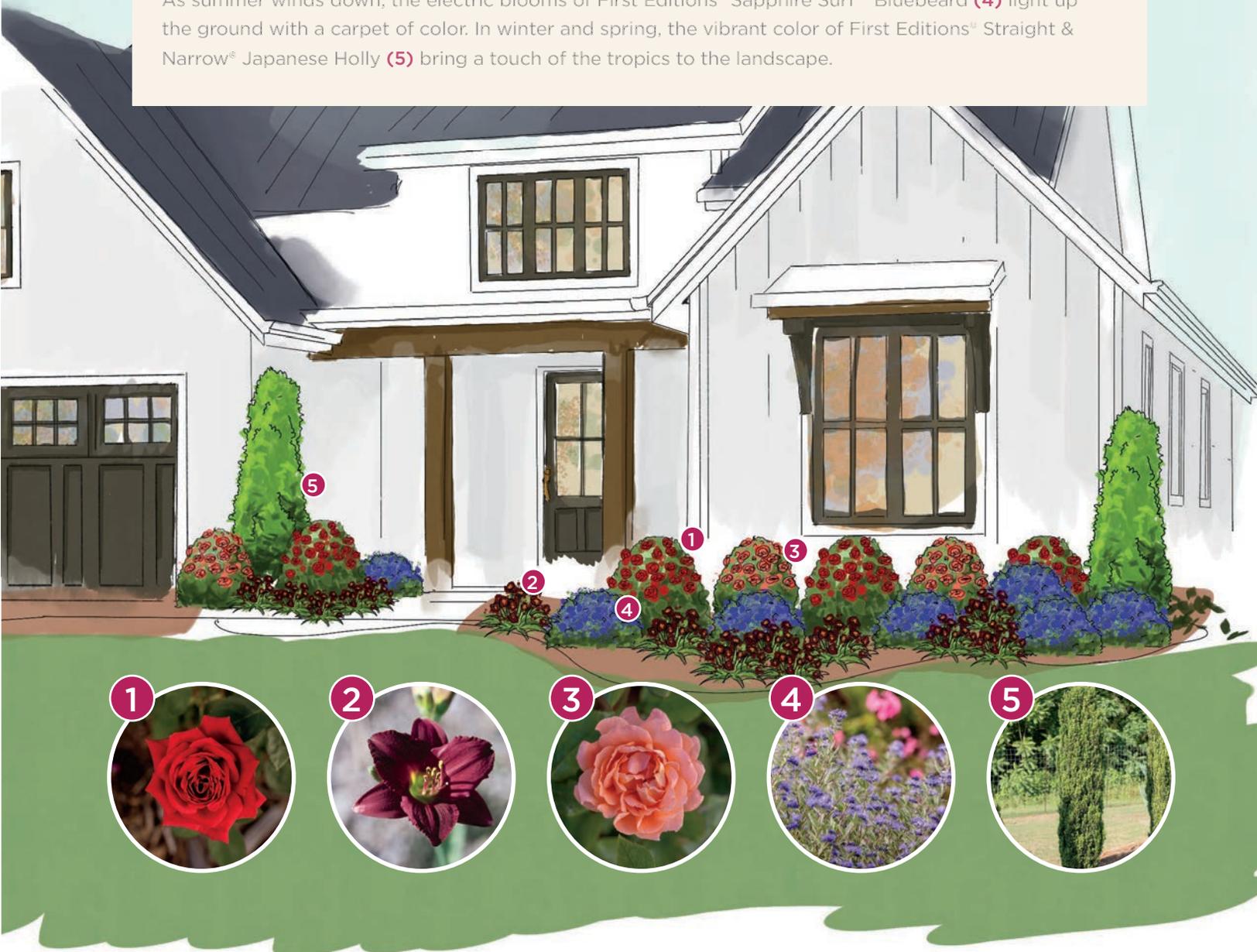
## EASY ELEGANCE® IN THE LANDSCAPE: WARMER REGIONS

Easy Elegance® roses look great on their own, but they also complement other plants to add a splash of color. These designs will give you ideas for how to use Easy Elegance® roses in the landscape.

Home gardeners will love the tropical feel of this display. As summer approaches, the floral color begins to pop. Kashmir Rose (1) features bright red blooms that resemble hybrid tea roses. At 3-4 ft, this rose adds round form to the bed, while offering beautiful contrast to Pardon Me Daylily (2).

The tropical theme continues with the coral and orange tints of Sweet Fragrance Rose (3), which is the perfect size to pair with other small shrubs and perennials. The rose foliage remains healthy all season to keep the bed looking fresh.

As summer winds down, the electric blooms of First Editions® Sapphire Surf™ Bluebeard (4) light up the ground with a carpet of color. In winter and spring, the vibrant color of First Editions® Straight & Narrow® Japanese Holly (5) bring a touch of the tropics to the landscape.



# EASY ELEGANCE® IN THE LANDSCAPE: COOLER REGIONS

This design features the classic look of roses and hydrangeas. In summer, the showy blooms of Sunrise Sunset Rose (1) and Paint the Town Rose (2) create a mass of bright color. Each rose is an ideal size and color for pairing with other shrubs and perennials.

As the roses bloom, the flowers of Endless Summer® Pop Star® Bigleaf Hydrangea (3) emerge to offer stunning shades of electric blue or bright pink (depending on soil pH). First Editions® Little Hottie® Panicle Hydrangea (4) brings structure and height with its pure white blooms high above the foliage.

As fall approaches, the airy blooms of Russian sage (5) bring late season color. During winter, the roses provide structure that adds interest to the bed.



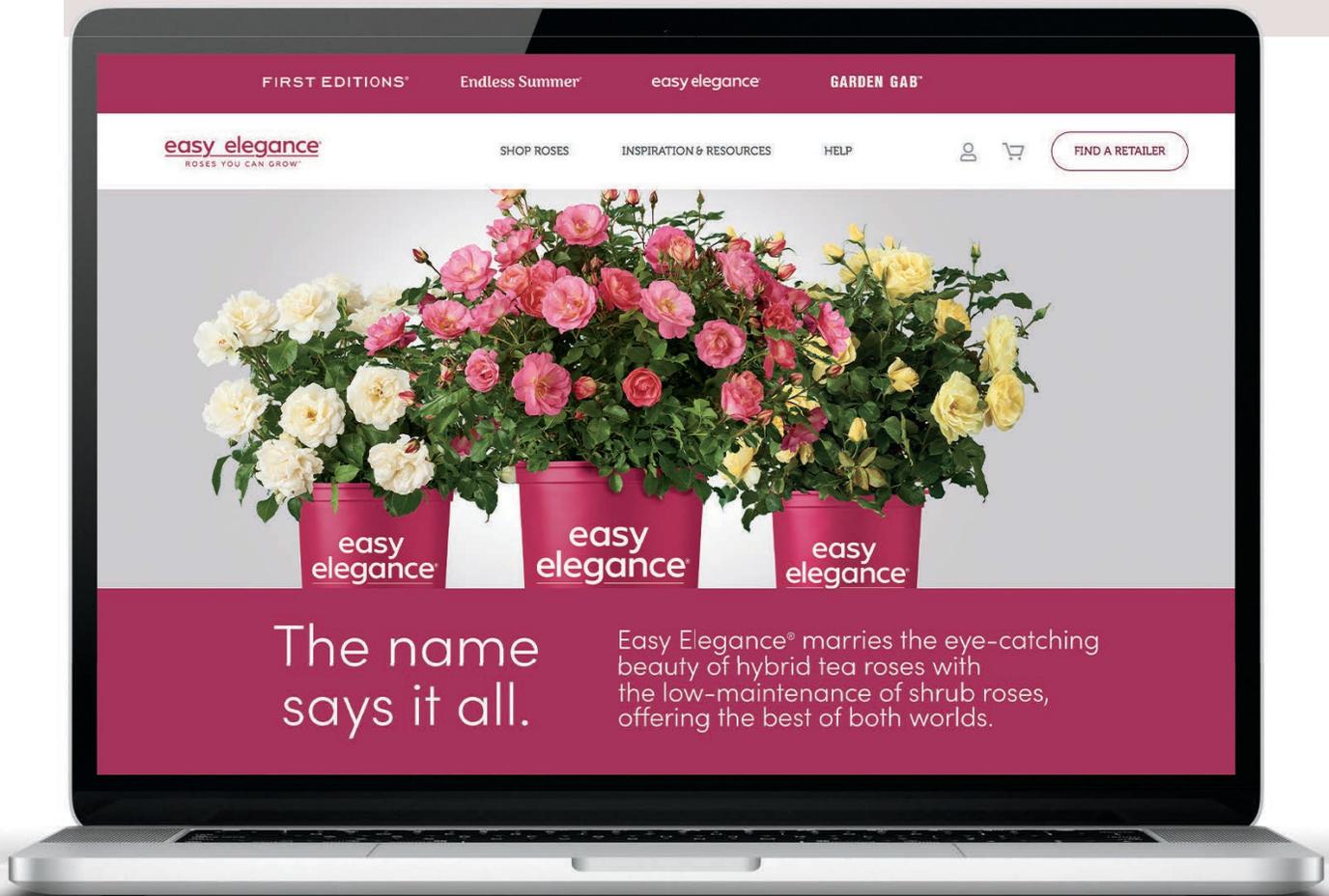
## DECO POTS

Our consumer research tells us the majority of home gardeners plant in containers, giving us the opportunity to highlight the benefits of growing Easy Elegance® in deco pots. Many roses in the Easy Elegance® collection remain compact, allowing them to be grown in deco pots by themselves or with seasonal plantings, and can be carried over year-after-year. The long-lasting blooms and clean foliage allow Easy Elegance® to shine throughout the season. Consider planting them with trailing annuals like sweet potato vine, or taller annuals such as purple fountain grass.

## PARTNERING WITH EASY ELEGANCE®

Our assistance doesn't just end at the sale. We care about the consumer and work hard to make sure they have success with Easy Elegance® roses. We know that each bit of support goes a long way to earning the trust of home gardeners, ensuring they search out Easy Elegance® roses and always come back for more.

**That's where our customer support tools come in!**



### THE WHOLE PACKAGE

#### **EasyEleganceRoses.com**

is home to everything home gardeners need to know about our roses. Variety specifics, planting and care tips, seasonal reminders, DIY projects, and so much more are only a click away.



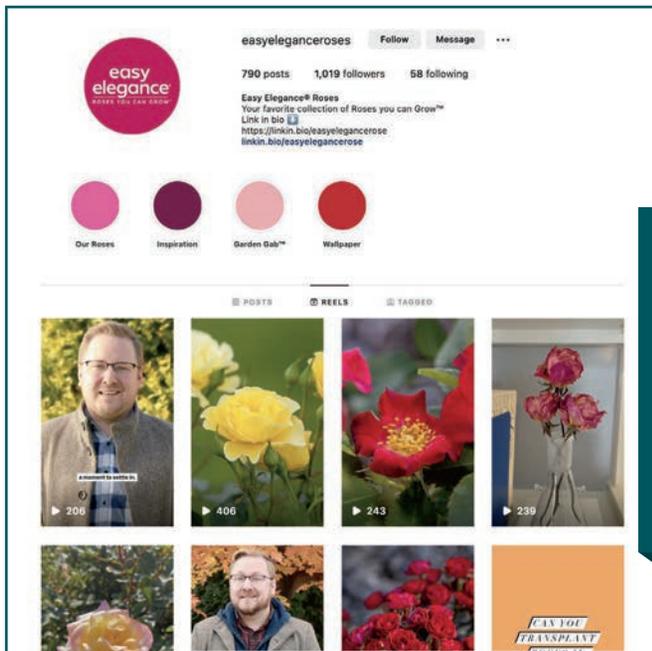
Retailers, make sure that you are listed on our **Find a Retailer** page. Contact us if you are missing!

## NEW LOOK, NEW GOODIES

Grab your customer's attention with the latest Easy Elegance® marketing materials. Updated with our new look, these materials are sure to stand out, draw customers in, and make everyone excited about roses. Use these materials to entice shoppers by creating colorful, rose filled endcaps that are sure to make your roses fly off the shelves and into shopping carts.

Contact your Bailey or Licensee Sales Representative for all the latest details on merchandising options.





## Social Media

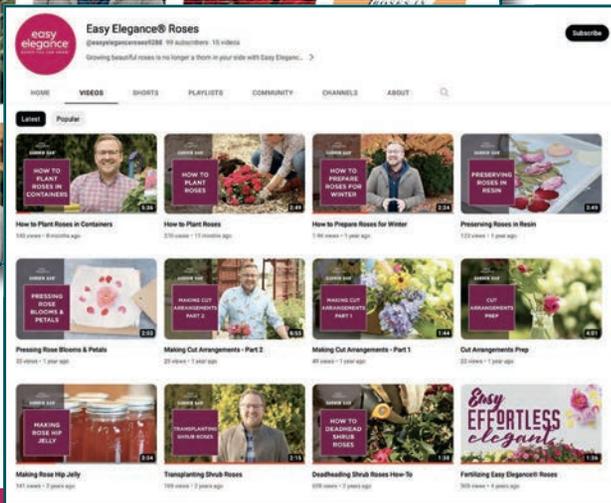
Get social with @easyeleganceroses on Instagram, Facebook, Pinterest, and YouTube! We meet home gardeners where they're at to inspire the rose garden of their dreams with fun and engaging content.



@easyeleganceroses

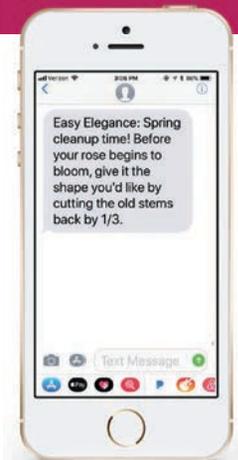
Have photos or videos you're posting that feature Easy Elegance® roses?

Remember to tag @easyeleganceroses and use #easyeleganceroses so we can share and promote your channels, too!



## Email Newsletters

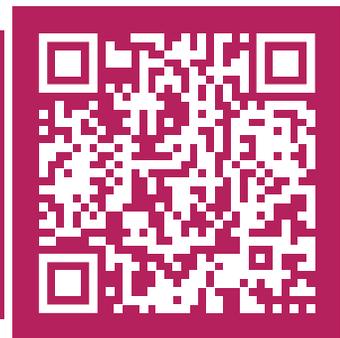
If email is more their style, we've got that too! Colorful and fun newsletters hit the inbox and are a fabulous source of tips and inspiration for new and expert gardeners alike.



## Mobile Support

Our ad-free mobile care program provides timely content to ensure home gardeners are staying on top of their rose gardening to-do's while being inspired along the way. Available in English, French, and Spanish.

Sign up by texting 'EASYELEGANCE' to 73095

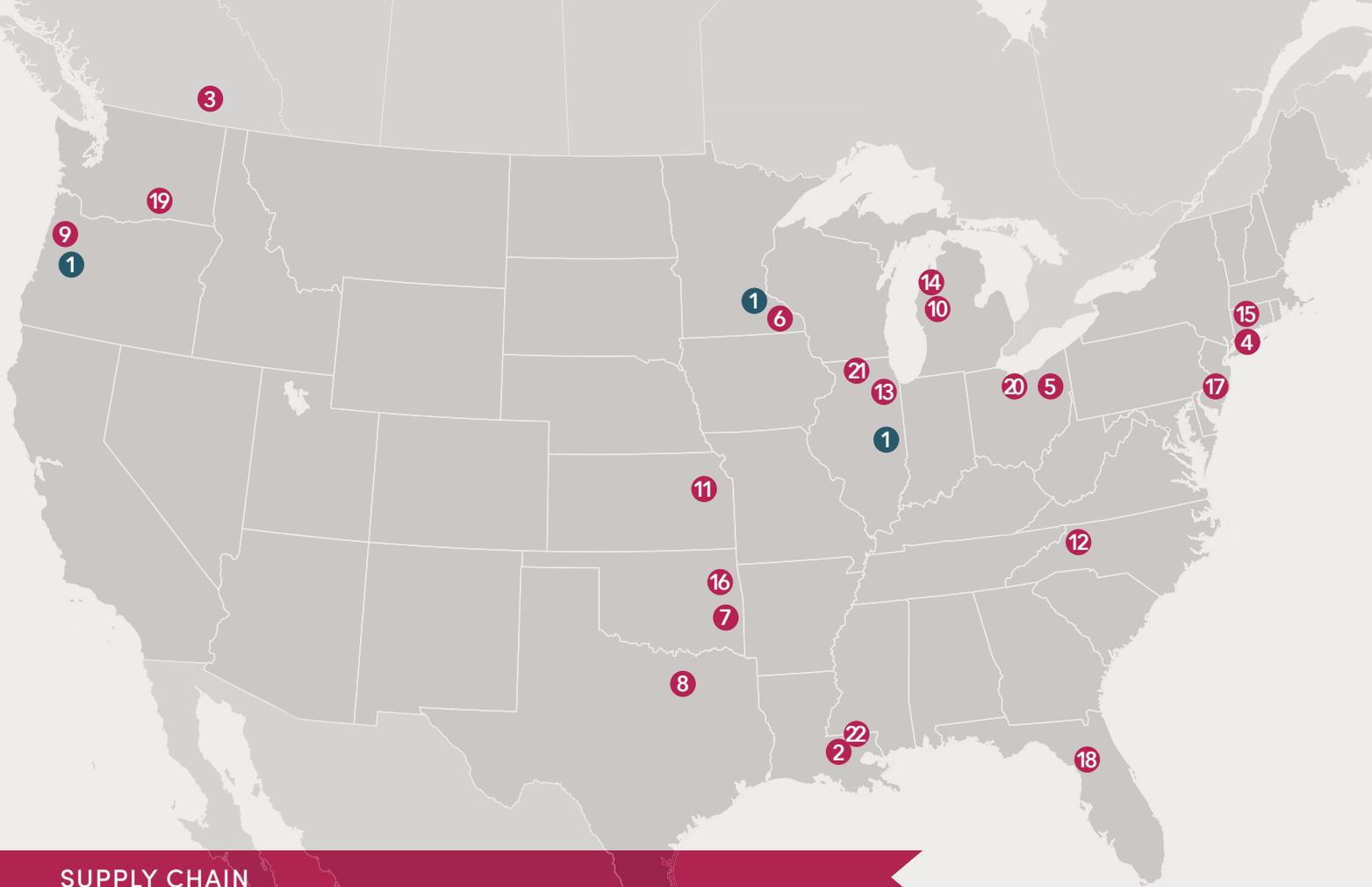


# RESOURCES

When you partner with Easy Elegance® Roses, you can count on us to provide the support and tools you need to have success. We want to simplify your day and make information easy to access, so you can spend less time searching and more time doing.

That's where the new Bailey resources page comes in. With improved filtering and a better user experience, this is your go-to spot for anything you need related to Easy Elegance®. Find sell sheets, images, logos, social media content, videos, and more.

The screenshot displays the Bailey Resources page. The top navigation bar includes 'INNOVATIONS', 'PROGRAMS', 'RESOURCES', 'BRANDS', 'SHOP', and 'MY ACCOUNT'. The 'RESOURCES' section is active, showing a search bar and a grid of 12 resource items. A sidebar on the left contains filters for 'Filter by' (BAILEY, easy elegance, Endless Summer, FIRST EDITIONS), 'Media' (Images, Logos, Video), and 'Tools & Assets' (Brand Standards, Brochures, Culture Sheets, Overwintering). The resource grid includes items like 'EE\_Logo\_Stacked\_Tag\_P ink.jpg', 'EE\_Logo\_Stacked\_Tag\_Black.jpg', 'EE\_Logo\_Stacked\_Tag\_White.eps', 'EE\_Logo\_Stacked\_Tag\_P ink.eps', 'EE\_Logo\_White.eps', 'EE\_Logo\_Pink.eps', 'EE\_Logo\_Pink.jpg', 'EE\_Logo\_Stacked\_Tag\_Black.eps', 'EE\_Culture\_Sheet.pdf', and 'EE\_Brand\_Quality\_Standards.pdf'. A red box highlights the 'Media' and 'Tools & Assets' filter sections in the sidebar.



## SUPPLY CHAIN

With a network of quality growers, finished plants are readily available from licensees across North America.

- |  |                                   |
|--|-----------------------------------|
| 1. Bailey Nurseries - MN, IL, OR         | 13. Midwest Groundcovers LLC - IL |
| 2. Bracy's Nursery - LA                  | 14. Northland Farms, LLC - MI     |
| 3. Bron & Sons Nursery, Co. - ON, Canada | 15. Overdevest Nurseries, LP - NJ |
| 4. Clinton Nurseries - CT                | 16. Park Hill Plants & Trees - OK |
| 5. Cottage Gardens Nursery - OH          | 17. Prides Corner Farms - CT      |
| 6. Gerten's - MN                         | 18. Tropic Traditions, Inc. - FL  |
| 7. Greenleaf Nursery - OK                | 19. Walla Walla Nursery Co. - WA  |
| 8. J. Berry Nursery - TX                 | 20. Willoway Nurseries, Inc. - OH |
| 9. Kraemer's Nursery, Inc. - OR          | 21. Wilson Nurseries - IL         |
| 10. Lincoln Nurseries, Inc. - MI         | 22. Windmill Nursery, LLC - LA    |
| 11. Loma Vista Nursery, Inc. - KS        |                                   |
| 12. Metrolina Greenhouses, Inc. - NC     |                                   |

## INTERESTED IN BECOMING A GROWER?

As the excitement about Easy Elegance® continues to increase, we're looking to expand our licensee network to make it even easier to access finished plants throughout the season. Interested in becoming a licensed grower and have the production capacity to reach retail and landscape markets? We want to talk to you.

Please contact Layci Gagnani for details.  
[layci.gagnani@baileynurseries.com](mailto:layci.gagnani@baileynurseries.com)



easy  
elegance<sup>®</sup>  
ROSES YOU CAN GROW<sup>™</sup>



| @EasyEleganceRoses

www.EasyEleganceRoses.com