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THE WORLD'S BEST-SELLING GARDEN HYDRANGEAS

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# IT KEEPS GETTING BETTER AND BETTER.

In a crowded market, the first and best-selling hydrangea brand continues to innovate. With exceptional genetics and a rigorous commitment to ongoing breeding, a top-flight national consumer marketing approach, and recognizable packaging that drives sales, Endless Summer® leads the way for long lasting retail, grower, and landscape success.



BloomStruck® continues to impress with its superb reblooming ability and strong garden performance. Retailers and growers alike agree that this outstanding variety is the new industry standard for reblooming hydrangeas. If you have not yet added BloomStruck® to your product assortment, we think you are definitely missing out – and we aren't the only ones.

Consumers are raving about BloomStruck®! Social media channels are full of testimonials from users, commenting about how much they love its deep purple color, and how it has become their favorite. We frequently hear "I have never seen this color before" from people enjoying Endless Summer® in their own home gardens.

# ENDLESS SUCCESS

We understand how important it is for Endless Summer® to lead the way in the hydrangea market. Growers need performance, retailers demand consistency and color, landscapers require reliability, and consumers want success.

Endless Summer® is the first hydrangea brand bred for continuous blooming all summer long. At Bailey Nurseries Innovations, we continue to develop more varieties that meet that standard so you can plant and sell with confidence.



With a dizzying number of hydrangea varieties in the marketplace, making the best choice can be overwhelming.

When you choose Endless Summer®, you get:

- Scientifically proven reblooming genetics
- A brand consumers recognize
- Fresh, dynamic consumer marketing that drives sales

INTRODUCING

# Summer Crush™

*Hydrangea macrophylla* 'Bailmacfive' PPAF



*Vibrant blue-purple blooms  
in acidic conditions*

## THE ENDLESS SUMMER® FAMILY IS GROWING.

Experiencing *Life in Full Bloom™* just got even more amazing with Summer Crush™. With its profusion of raspberry red mophead flowers that turn vibrant, blue-purple in acidic soils and compact shape, Summer Crush™ takes reblooming garden hydrangeas to the next level. It's not just about blue or pink anymore!

The intense, deep coloration found in Summer Crush™ is a true differentiator in the hydrangea marketplace and it's something you won't want to miss.

- Hardiness Zone: 4-9
- Full Sun to Part Shade
- Height and Width: 1.5-3'
- Profusion of rich raspberry red mophead flowers
- Can be vibrant blue-purple in acidic conditions
- Glossy, deep green, wilt resistant foliage
- Short internodes and compact shape



**COMING  
SPRING 2019!**



Bred by Bailey Innovations™, Summer Crush™ is a standout resulting from years of thorough testing and product development. In order to meet the standards set for a new Endless Summer® introduction, rigorous in-ground and production trials are conducted – including grower evaluation. Our grower network is equally excited about Summer Crush™ because they see how well it performs compared to the many hydrangea varieties they've tried and they are raving about the color.

# BloomStruck®

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

BloomStruck® continues to impress. It's prolific blooms and intense color, combined with exceptional cold tolerance and heat resistance make it a game changer. BloomStruck® completely is changing the way we think about hydrangeas.

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IN THE GARDEN OR ON THE PATIO, BLOOMSTRUCK® IS BRED FOR BOTH BEAUTY AND GARDEN PERFORMANCE. WE ARE CONFIDENT WHEN WE SAY THERE IS NO GARDEN HYDRANGEA THAT BLOOMS THIS PROFUSELY.

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**MORE BLOOMS.  
MORE COLOR.  
MORE WOW!**

- Hardiness Zone: 4–9
- Full Sun to Part Shade
- Height: 3-4' / Width: 4-5'
- Mildew resistant
- Remarkable heat tolerance
- Thick, dark green leaves and striking ruby red stems
- Purple blooms in acidic soil,  
deep pink blooms in alkaline soil





**MULTI-COLORED BLOOMS AS FLOWERS AGE**



**RUBY RED STEMS AND GLOSSY LEAVES**



**POTENT REBLOOMER**



**RELIABLE BLOOM IN COLD CLIMATES AND EXCELLENT HEAT TOLERANCE**

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The Endless Summer® collection offers a diverse palette of garden hydrangeas. Whether it's the big, bold, beautiful mophead blooms of BloomStruck®, The Original, or Blushing Bride or the airy blooms of Twist-n-Shout® - the assortment has plants for any application.



## The Original

*Hydrangea macrophylla* 'BAILMER' PP15, 298

- Hardiness Zone: 4–9
- Full Sun to Partial Shade
- Height and width: 3-5'
- Mildew resistant
- Blue blooms in acidic soil,  
pink blooms in alkaline soil





# Twist-n-Shout®

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

- Hardiness Zone: 4–9
- Full Sun to Part Shade
- Height and width: 3-5'
- Mildew resistant
- Lacecap flowers
- Blue blooms in acidic soil,  
pink blooms in alkaline soil



# BlushingBride

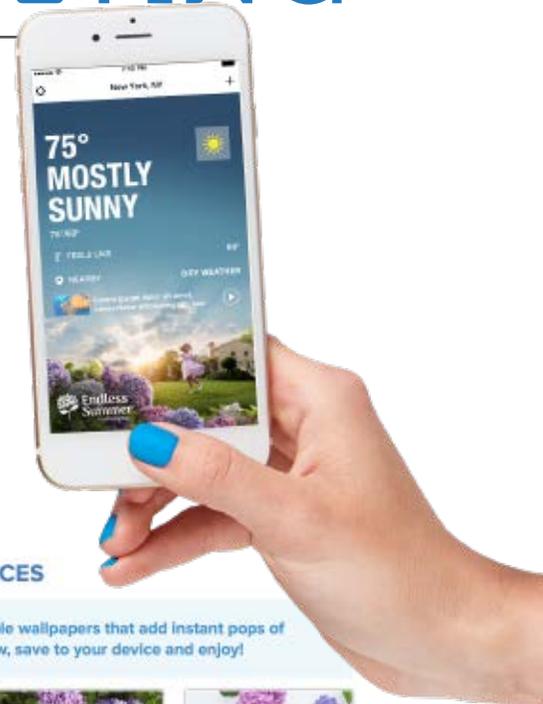
*Hydrangea macrophylla* 'Blushing Bride' PP17,169

- Hardiness Zone: 5-9
- Full Sun to Partial Shade
- Height and Width: 3-6'
- Mildew resistant
- White blooms mature to  
Carolina blue in acidic soil,  
blush pink in alkaline soil

# DYNAMIC CONSUMER MARKETING

In a crowded marketplace, demand for Endless Summer® continues to increase. Reaching consumers where they play means we leverage a variety of mediums – print, outdoor, digital, social, and more.

And it goes beyond promotion. By engaging through text messaging, social media, and video, we inspire people to use Endless Summer® in their everyday lives. In the garden or in containers, the world's best-selling hydrangea collection gives everyone the chance to Experience Life in Full Bloom™.



Home > Ideas & Inspiration > Wallpaper

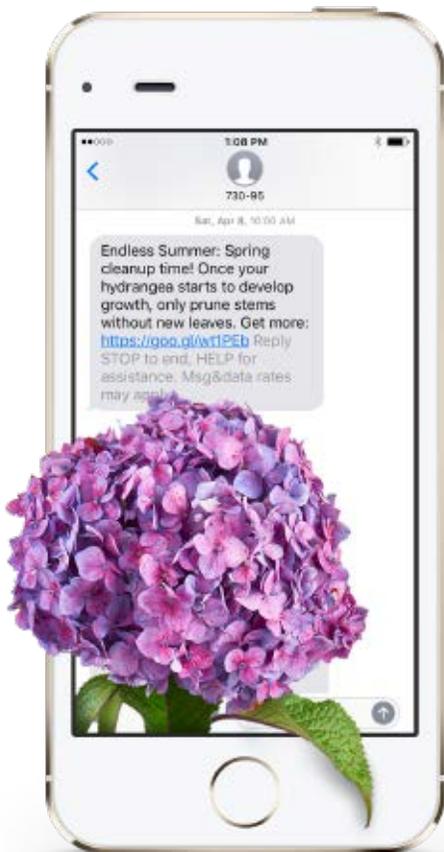
## GARDEN DÉCOR, FOR YOUR DEVICES

Make a statement with these downloadable wallpapers that add instant pops of color. Simply click on an image below, save to your device and enjoy!





"BLOOMSTRUCK® SET THE STANDARD FOR HYDRANGEA BLOOM POWER."



### Engaging with people, where they live.

Through the use of text messaging, we offer regional tips and care advice so that anyone can enjoy success with Endless Summer® hydrangeas!

Introducing  
**THE PLANTS THAT  
TEXT YOU BACK!**

Text **ENDLESS SUMMER** to 73095  
to receive timely care reminders texted to you throughout the year.



# Endless Summer<sup>®</sup> hydrangeas



The Original

BloomStruck<sup>®</sup>

Summer Crush<sup>™</sup>

BlushingBride

Twist-n-Shout<sup>®</sup>



[EndlessSummerBlooms.com](http://EndlessSummerBlooms.com)