

THE WORLD'S BEST-SELLING GARDEN HYDRANGEA.



THE FIRST AND STILL THE BEST

Introduced in 2004, The Original Endless Summer® revolutionized the hydrangea world. It had the game-changing capacity to produce flowers on new growth as well as old wood.

Over the years this genetic trait, known as remontancy, has become the holy grail for hydrangea breeders because it results in more blooms. By layering on earliness to bloom, compact size and vibrant colors, Endless Summer® continues to lead the industry with ever-better genetics and exciting new introductions.

With consumer recognition, distinctive packaging, and national marketing support, Endless Summer® is a core brand for your business.

FIVE VARIETIES, ENDLESS POSSIBILITIES.



BLOOMS ON OLD AND NEW WOOD



5 DISTINCT VARIETIES



COMPELLING CONSUMER ADVERTISING

Endless Summer® remains the best-selling collection of hydrangeas in the world for good reason. Fine-tuned genetics and reblooming flowers means strong sell-through throughout the year. A range of colors means versatility in design and in the product you offer. Dedicated industry partners across North America grow and sell the brand so nationwide distribution is ensured. As the first reblooming hydrangea on the market, Endless Summer® has the most knowledgeable *Hydrangea macrophylla* team in the industry. All of this means that choosing Endless Summer® is the best choice in hydrangeas.

ENDLESS SUMMER IMPROVEMENT

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.

THEIRS
Blooms once a season only
on old growth



OURS
Blooms continuously on *old* and
new growth



TESTING & TRIALING

Delivering on the promise of rebloom is the highest of priorities for Endless Summer®. Before any new introduction is made, rigorous trials are conducted to ensure that only the best of the best make it to sale. Starting with thousands of seedlings, the Bailey Innovations team goes through many years of internal trials to narrow down the options to the best for final evaluation. From there, field, container, and production trials are completed at all Bailey Nurseries locations, as well as external sites using consistent qualitative and quantitative data to give direction on which accession is the highest performing and most marketable variety. This thoughtful and deliberate approach ensures success for the grower, retailer, and end consumer.

Summer Crush®

Hydrangea macrophylla 'Bailmactive' PP30,359

The intense, deep coloration found in Summer Crush® is a true differentiator in the hydrangea marketplace. With a profusion of big raspberry red or neon purple blooms, Summer Crush® is a color breakthrough in reblooming garden hydrangeas. Introduced by Bailey Innovations, this new addition is the result of focused breeding and years of production and field testing.



4-9



Full Sun to Part Shade



18-36" H / 18-36" W



Upright, rounded



Proven to be Zone 4 cold hardy and the most wilt resistant Endless Summer® yet, this compact growing hydrangea with dark green glossy leaves fits smaller spaces in the garden and is the perfect size for patio containers. (CPBRAf, ®C)





Endless Summer[®]

hydrangeas

BloomStruck®

Hydrangea macrophylla 'PIIHM-II' PP25,566

BloomStruck® continues to impress and change the way we think about hydrangeas. Its prolific, multi-colored blooms can range from intense rose-pink to violet or blue depending on the soil pH. Strong ruby red stems add both retail and multi-season landscape appeal. Thick, glossy, dark green leaves with red petioles are more heat resistant, preventing mid-day wilting. Plus, BloomStruck® takes on exceptional leaf and flower color in the fall for added beauty late in the season.



4-9



Partial Shade



3-4'H / 4-5'W



Upright, mounded



Talk about exceptional hardiness; not only did BloomStruck® survive trials after 50 days below 0° F, with a low of -28° F, it flowered heavily the following spring on old growth and put out loads of blooms on the new growth. Use it in the landscape as a specimen, planted en masse, or in containers for color all summer. (CPBR5146, C®)



The Original

Hydrangea macrophylla 'BAILMER' PP15, 298

The first mophead hydrangea with the unique ability to bloom on both old and new wood, The Original provides beautiful flowers all summer long. Large blooms grow up to 8" in diameter in shades of pink or the classic Nantucket blue depending on soil pH. A modern update on a classic flower, plant in containers or add variety and texture to the landscape by combining with perennials and ornamental grasses. (CPBR2305)



4-9



Partial Shade



3-4'H / 4-5'W



Mounded



Twist-n-Shout®

Hydrangea macrophylla 'PIIHM-I' PP20,176

Like all plants in the Endless Summer® collection, Twist-n-Shout® produces abundant blooms on both old and new wood all summer long. Lacy centers are surrounded by gorgeous blossoms of pink or periwinkle blue, depending on soil type. Sturdy red stems and glossy deep green leaves turn red-burgundy in fall to offer year-round interest in the garden. Easy to care for and hardy to zone 4, Twist-n-Shout® is an elegant stand-alone specimen, effective en masse or dramatic in combination with other plants. (CPBR3688, C®)



4-9



Partial Shade



3-5'H / 3-5'W



Upright, rounded



Blushing Bride

Hydrangea macrophylla 'Blushing Bride' PP17,169

Blushing Bride has big round clusters of pure white, semi-double florets, which mature to blush pink or Carolina blue depending on soil pH. Like the other Endless Summer® varieties, Blushing Bride blooms on old and new growth and is remarkably mildew resistant. Long a favorite in Europe, Blushing Bride is excellent for cut flowers and for blending with louder colors in the garden. (CPBR3403)



5-9



Partial Shade



3-6'H / 3-6'W



Upright, rounded



PRODUCTION SUCCESS

Depending on your production schedule or needs, a variety of liner options are available for Endless Summer® hydrangeas. Bareroot, JumpStarts® potted liners, and finished plant offerings allow you to stage your production timeline and have retail-ready product throughout the growing season.

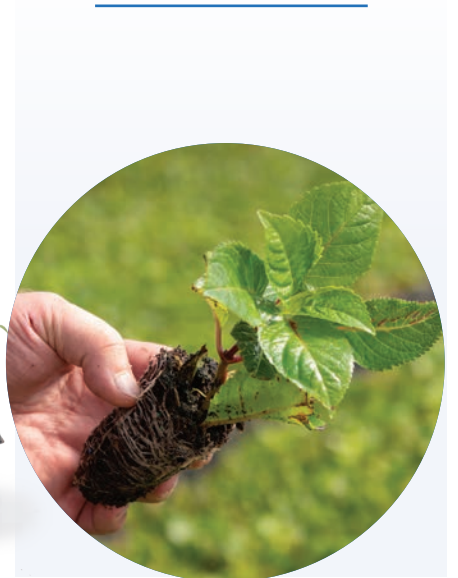
BAREROOT



JUMPSTARTS®



38 PLUGS



BAREROOT:

PERFECT FOR FINISHING ROBUST PLANTS QUICKLY. ECONOMICAL FREIGHT COST.



Endless Summer® The Original Hydrangea
10-12 WEEKS FINISHING TIME



#2 CONTAINER

JUMPSTARTS®:

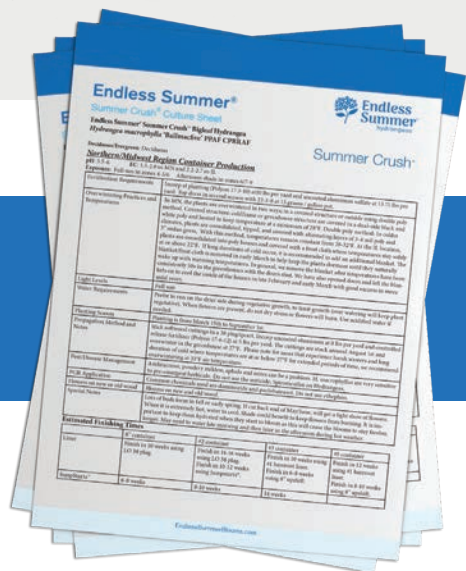
THE FAVORITE CHOICE FOR CYCLE PLANTING AND FOR AUTOMATED POTTING LINES.



Endless Summer® BloomStruck® Hydrangea
10-12 WEEKS FINISHING TIME



#2 CONTAINER



GROWER SUPPORT
Visit BaileyNurseries.com
for culture sheets and other grower and marketing resources.

LET ENDLESS SUMMER® WORK FOR YOU

We take pride in our targeted national marketing plan that connects with consumers. Our campaign reinforces the power of the blue pot to increase brand recognition when the consumer reaches your store.

NATIONAL ADVERTISEMENT AND MEDIA

- CONNECTED SUBSCRIPTION-BASED TELEVISION
APRIL THROUGH JUNE
- PAID SEARCH + SOCIAL MEDIA
ALL YEAR
- OUT OF HOME (Billboards)
APRIL THROUGH JUNE



- Atlanta - GA
- Boston - MA
- Minneapolis / St. Paul - MN
- Washington DC / Baltimore - MD
- Charlotte - NC
- Chicago - IL
- Indianapolis - IN
- Toronto - Canada



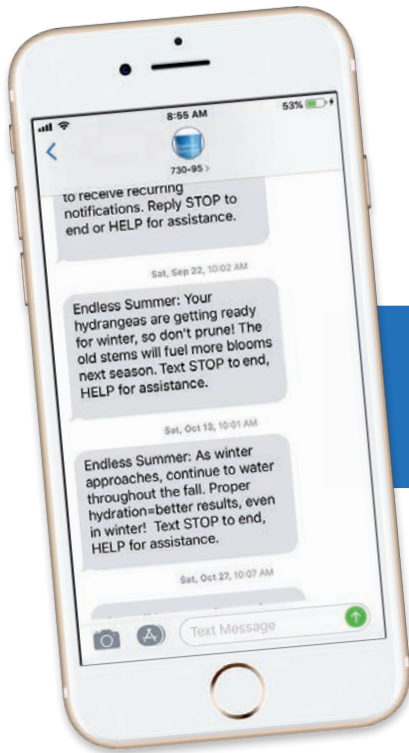
ENDLESS SUMMER® HITS THE ROAD!

Each year, we hit the road in regions across the country to build awareness and excitement about Endless Summer®. From media outreach to community and retail events, we love connecting with customers through our Life in Full Bloom tour.



CULTIVATE NEW CUSTOMERS

Endless Summer® offers marketing resources to help you engage with new and existing customers across a variety of platforms to sell more plants with less work. Social media, advertising, consumer events, digital resources, public relations, signage, and more work in tandem to excite consumers and drive sales. Utilizing these resources is a time- and cost-efficient way to boost your sales without devoting human or financial resources to developing content yourself.



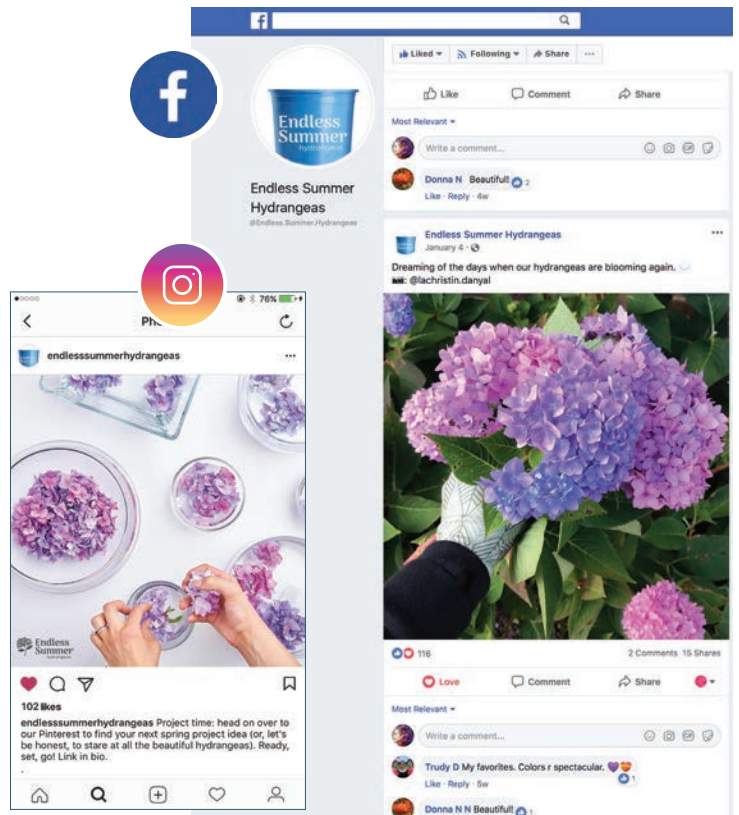
SET CUSTOMERS UP FOR SUCCESS

We make it easy for customers to have success growing hydrangeas with a mobile care program that provides regionally specific, timely gardening tips straight to their phones. No ads and no spam – just great advice!

Text 'Endless Summer' to 73095 to start taking advantage of our mobile care program. Available in English, Spanish, and French.

DIGITAL MEDIA SUPPORT

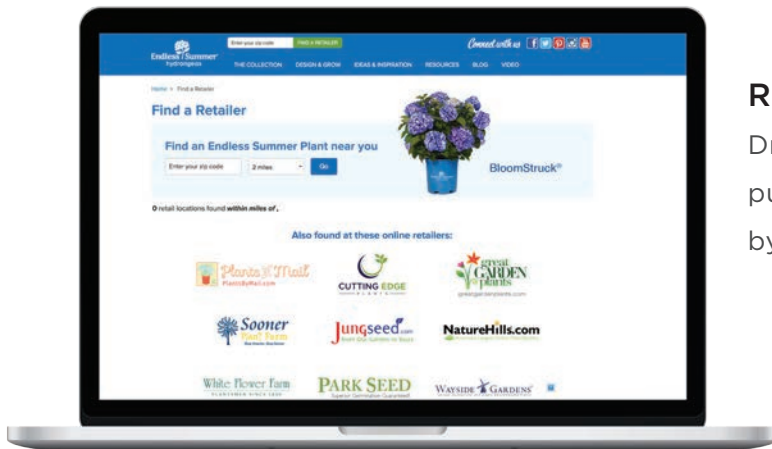
Endless Summer® offers a wide variety of fresh, ready-made content for you to share across your digital channels. From Facebook to Instagram to Google Ads, use our imagery, social media posts, videos, and more to capitalize on the brand equity of Endless Summer® and drive sales to your business.





SUPERIOR SIGNAGE & PACKAGING

Connect with shoppers using creative, bright, and effective visual signage and packaging. Large picture tags are a silent seller and full of helpful tips including the mobile care program code.*



RETAIL FINDER

Drive local consumers to your business to purchase the Endless Summer® hydrangeas by signing up for our retail finder.*

PUBLIC RELATIONS

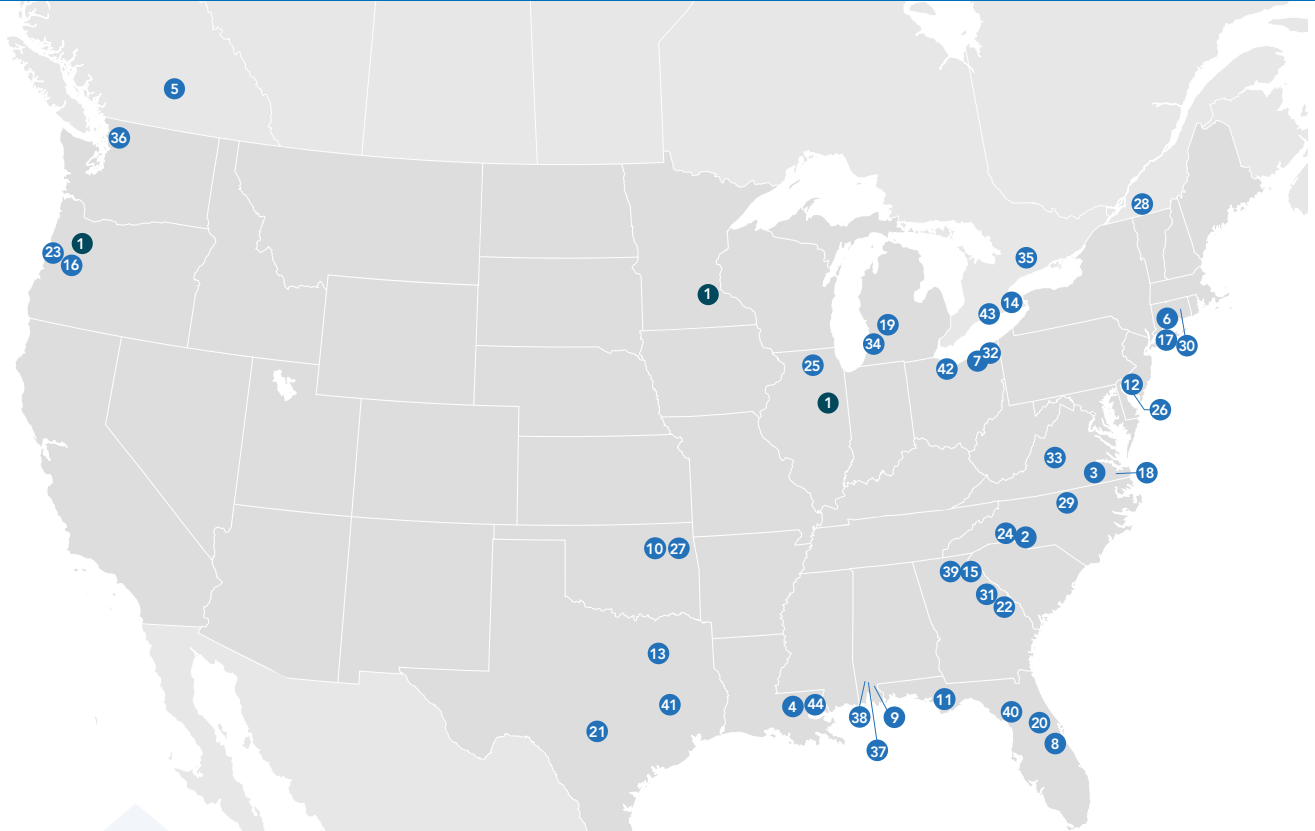
Share the news of Endless Summer® publicity in national, regional, and local media to stay relevant and deliver additional content, again without having to do more work! It's a great, fun way to keep your audience engaged with timely information.



*Contact your Sales Representative for more information.

NATIONWIDE DISTRIBUTION

With an expansive network of trusted licensed growers, Endless Summer® hydrangeas are readily available across North America and worldwide.



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|------------------------------|----------------------------------|---------------------------------|
| 1. Bailey Nurseries | 16. Kraemer's Nursery, Inc. | 31. R.A. Dudley Nurseries, Inc. |
| 2. Baucom's Nursery, Co | 17. Kurt Weiss Greenhouses, Inc. | 32. Ridge Manor Nursery LLC |
| 3. Bennett's Creek Nursery | 18. Lancaster Farms, Inc. | 33. Saunders Brothers, Inc. |
| 4. Bracy's Nursery | 19. Lincoln Nurseries, Inc. | 34. Sawyer Nursery, Inc. |
| 5. Bylands Nurseries, Ltd | 20. Liner Source, Inc. | 35. Sheridan Nurseries |
| 6. Clinton Nurseries | 21. Lone Star Growers | 36. Smith Gardens |
| 7. Cottage Gardens Nursery | 22. McCorkle Nurseries, Inc. | 37. Stokley Nursery |
| 8. Dewar Nurseries, Inc. | 23. Means Nursery, Inc. | 38. Tom Dodd Nurseries, Inc. |
| 9. Flowerwood Nursery, Inc. | 24. Metrolina Greenhouses, Inc. | 39. Transplant Nursery, Inc. |
| 10. Greenleaf Nursery, Co. | 25. Midwest Groundcovers, LLC | 40. Tropic Traditions, Inc. |
| 11. Hackney Nursery | 26. Overdevest Nurseries, LP | 41. Tree Sap Farm, LLC |
| 12. Hopewell Nursery Inc | 27. Park Hill Plants & Trees | 42. Willoway Nursery, Inc. |
| 13. J. Berry Nursery | 28. Pépinière Abbotsford | 43. Willowbrook Nursery, Inc. |
| 14. J.C. Bakker & Sons, Ltd. | 29. Powell's Nursery, LLC | 44. Windmill Nursery, LLC. |
| 15. JeffCo Tree Farm | 30. Prides Corner Farms | |



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