



Endless
Summer[®]
hydrangeas



Discover Your New Favorite Color

(and your customers' too)

Endless Summer® remains the best-selling collection of hydrangeas in the world with best-in-class genetics, marketing, and performance. The beautiful blooms' rich color is eye candy to draw home gardeners in at retail, and the strong garden performance keeps them coming back year after year.

THE WORLD'S BEST-SELLING HYDRANGEA

And for a good reason.

From the collection's introduction in 2004, Endless Summer® hydrangeas have continued to revolutionize the marketplace. Starting with the game-changing remontant genetics in The Original, the brand has continued to introduce best-of-the-best varieties that raise the bar for *Hydrangea macrophylla* in the marketplace.

In addition to industry-leading genetics, Endless Summer® leads the charge with engaging marketing, packaging, and brand recognition across North America and internationally.

ENDLESS IMPROVEMENT

Leading the category in brand awareness has been driven by incredibly strict cultural requirements to be considered for introduction. 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.

THEIRS
Blooms once a season only
on old growth



OURS
Blooms continuously on *old* and
new growth

POP STAR™



COMING TO RETAIL IN 2023

CUSTOMERS WILL DEMAND TO MEET THIS SUPERSTAR.

- **BIG REBLOOMER**

Pop Star™ is the quickest to rebloom in production with new buds appearing in 4 weeks after a hard cutback, which is 2-4 weeks sooner than comparison plants.

- **COMPACT**

Pop Star™ is genetically compact with short internodes and a tight, strong habit, holding its blooms at the canopy. This, plus its strong stems, prevents a floppy plant.

- **EASY TO GROW**

Because of its genetically compact habit, it requires little to no PGRs in production. Also, Pop Star™ has thick leaves, which helps it stand up to heat in warm climates.

- **VERSATILE**

Thanks to its size, flower power, and ease of use, Pop Star™ can be planted, thrive, and make a big impact in any outdoor space.

HEIGHT: 18-36"

WIDTH: 18-36"

HARDINESS ZONE: 4-9

HEAT ZONE: 9

EXPOSURE: Morning Sun/Dappled Afternoon Shade

SHAPE: Mounded



Summer Crush®

Bigleaf Hydrangea

Hydrangea macrophylla 'Bailmacfive' PP30,359

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. With a profusion of big raspberry red or neon purple blooms, Summer Crush® is a color breakthrough in reblooming garden hydrangeas and a welcome addition to the Endless Summer® brand. Introduced by Bailey Innovations, this variety is the result of focused breeding and years of production and field testing. Proven to be Zone 4 cold hardy and survive the extreme heat of the southeast, this compact hydrangea with dark green glossy leaves fits smaller spaces in the garden and is the perfect size for patio containers. CPBRAAF

HEIGHT: 18-36"

WIDTH: 18-36"

HARDINESS ZONE: 4-9

HEAT ZONE: 9

EXPOSURE: Full Sun to Part Shade

SHAPE: Upright, Rounded



BloomStruck®

Bigleaf Hydrangea

Hydrangea macrophylla 'PIIHM-II' PP25,566

BloomStruck® is another breeding breakthrough in the Endless Summer® collection. After 50 days below 0° F, and a low of -28° F, BloomStruck® flowered heavily the following spring on old growth and put out loads of blooms on new growth. In addition to being cold tolerant, the glossy dark green leaves of BloomStruck® are more heat resistant, which prevents wilting in midday heat. This reblooming mophead has rounded flowers averaging 3.5 - 5" across in intense rose-pink or blue-purple, depending on soil pH levels. Flower heads are held upright on striking ruby red stems, adding to this plant's retail presence.



HEIGHT: 3-4'

WIDTH: 4-5'

HARDINESS ZONE: 4-9

HEAT ZONE: 9

EXPOSURE: Full Sun to Part Shade

SHAPE: Rounded to Spreading



The Original

Bigleaf Hydrangea

Hydrangea macrophylla 'Bailmer'

Endless Summer® The Original is a mophead type hydrangea with the unique ability to bloom consistently on both old and new wood. The result is a plant that provides beautiful flowers all summer long. The flowers grow up to 8" in diameter, with pink blooms in alkaline soils and blue blooms in acidic soil. Since The Original blooms on new wood, removal of spent flowers will encourage rebloom. CPBR2305

HEIGHT: 3-5'

WIDTH: 3-5'

HARDINESS ZONE: 4-9

HEAT ZONE: 9

EXPOSURE: Full Sun to Part Shade

SHAPE: Rounded



Twist-n-Shout®

Bigleaf Hydrangea

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, dramatic in combination with other plants, and compact enough for containers. CPBR3688

HEIGHT: 3-5'

WIDTH: 3-4'

HARDINESS ZONE: 4-9

HEAT ZONE: 9

EXPOSURE: Full Sun to Part Shade

SHAPE: Upright, Rounded



Blushing Bride

Bigleaf Hydrangea

Hydrangea macrophylla 'PIIHM-I' PP20,176

Blushing Bride has big round clusters of pure white, semi-double florets, which mature to blush pink or Carolina blue depending on soil pH. Short internodes between the leaves make it compact and strong stemmed. 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 louder colors in the garden. CPBR3403

HEIGHT: 3-6'

WIDTH: 3-6'

HARDINESS ZONE: 5-9

HEAT ZONE: 9

EXPOSURE: Full Sun to Part Shade

SHAPE: Upright, Rounded

Production Success

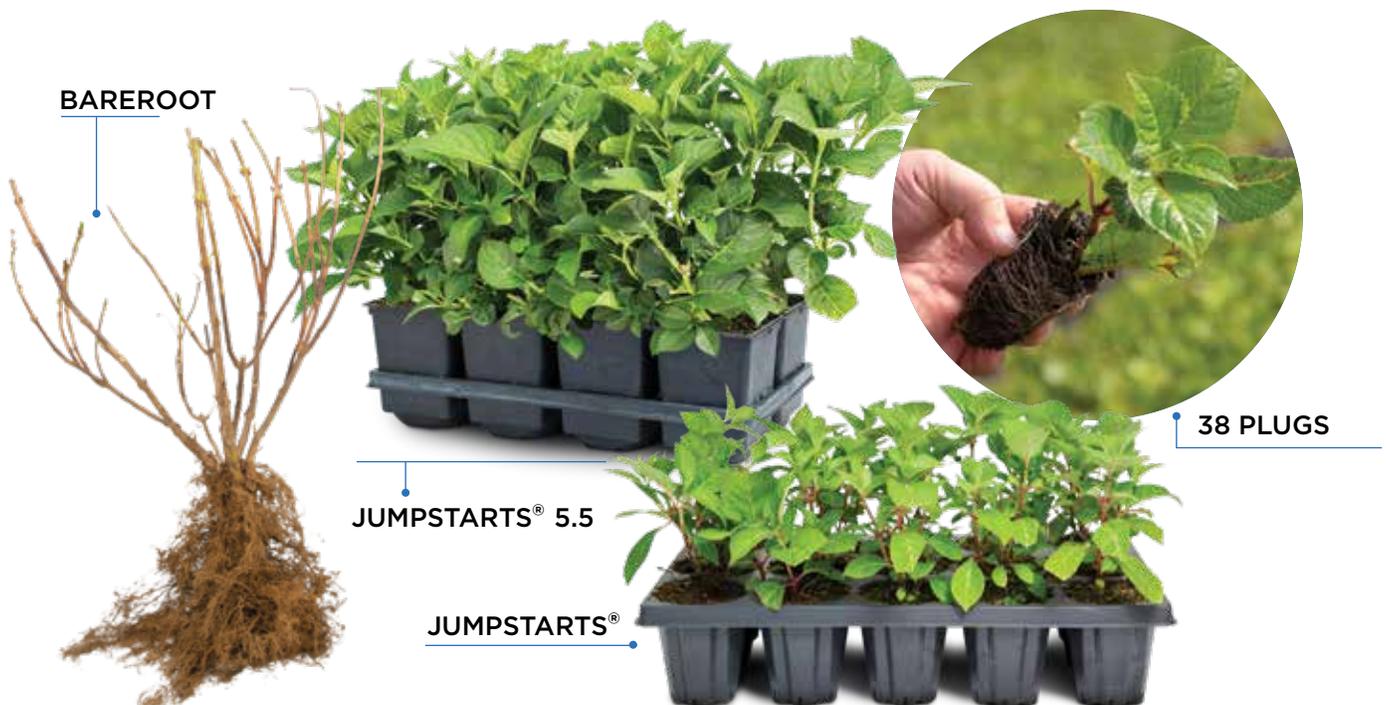


TESTING & TRIALING

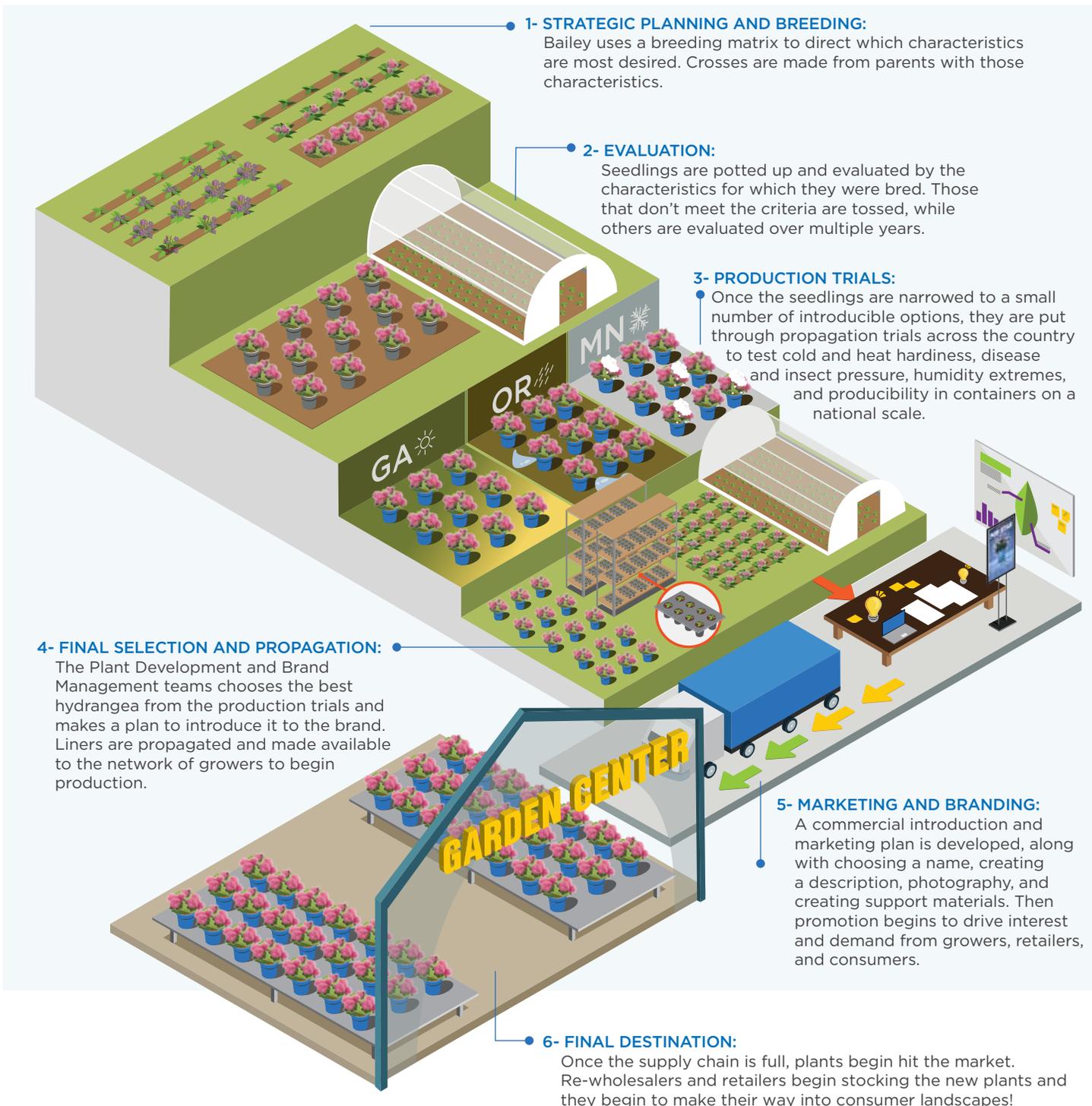
Delivering on the promise of rebloom is the highest of priorities for Endless Summer®. Before any new introduction is made, rigorous trials are conducted to ensure that only the best of the best make it to sale. Starting with thousands of seedlings, the Bailey Innovations team goes through many years 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.

HELPING YOUR GROWTH

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.



Becoming Endless Summer®



Marketing Support

Endless Summer® marketing efforts reach consumers in all channels where they already exist, creating a deeper and more natural connection. We stay up-to-date with media trends to ensure we're ahead of the curve and remaining relevant with key shopping demographics to continue raising brand awareness and driving customers to shop for Endless Summer® hydrangeas by name.

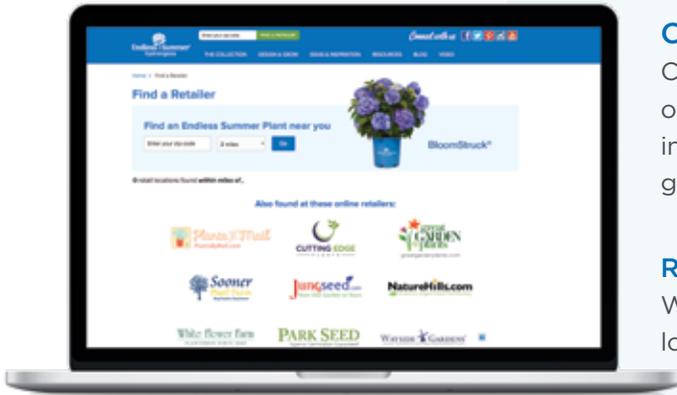
NATIONAL MEDIA

- Magazine ads + editorial coverage
- Connected subscription-based television: digital video ads on Hulu, Discovery+, HGTV, Bravo, and more
- Paid search, Google search, and social media
- Out of home billboards



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.



CONSUMER WEBSITE

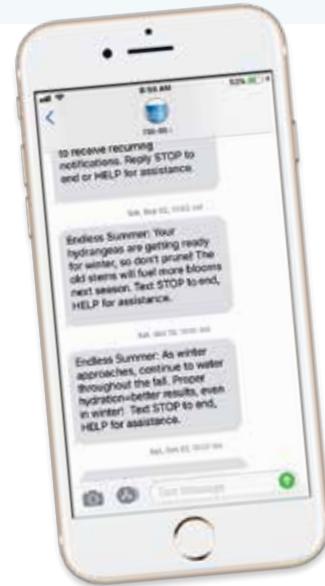
Constantly updated, the Endless Summer® website offers tips and tricks, inspirational videos, product information, and Q&A interactions to help home gardeners have success with their hydrangeas.

RETAIL LOCATOR

We drive home gardeners to shop locally with a retail locator to search for local garden centers by zip code.

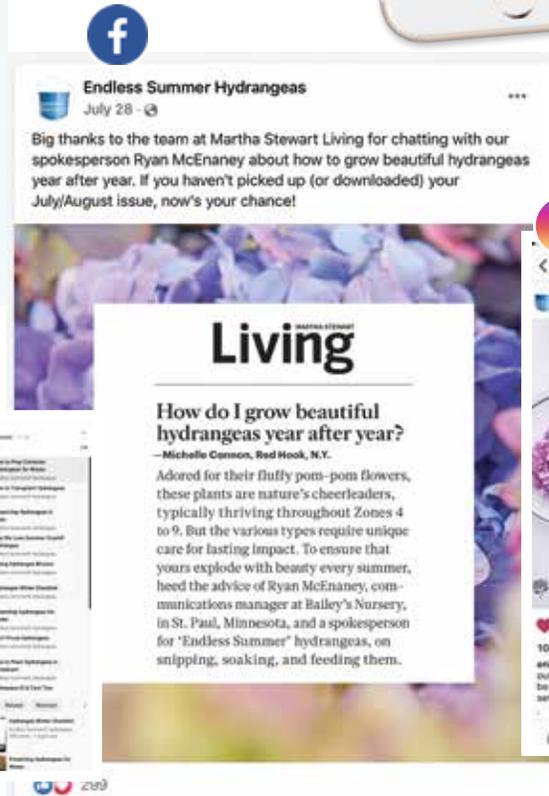
MOBILE CARE PROGRAM

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!



SOCIAL MEDIA SUPPORT

Inspirational and educational images and video are shared regularly on relevant social media channels to engage and inform home gardeners. The Garden Gab video series provides how-to information to drive return shopping visits and increase brand loyalty.

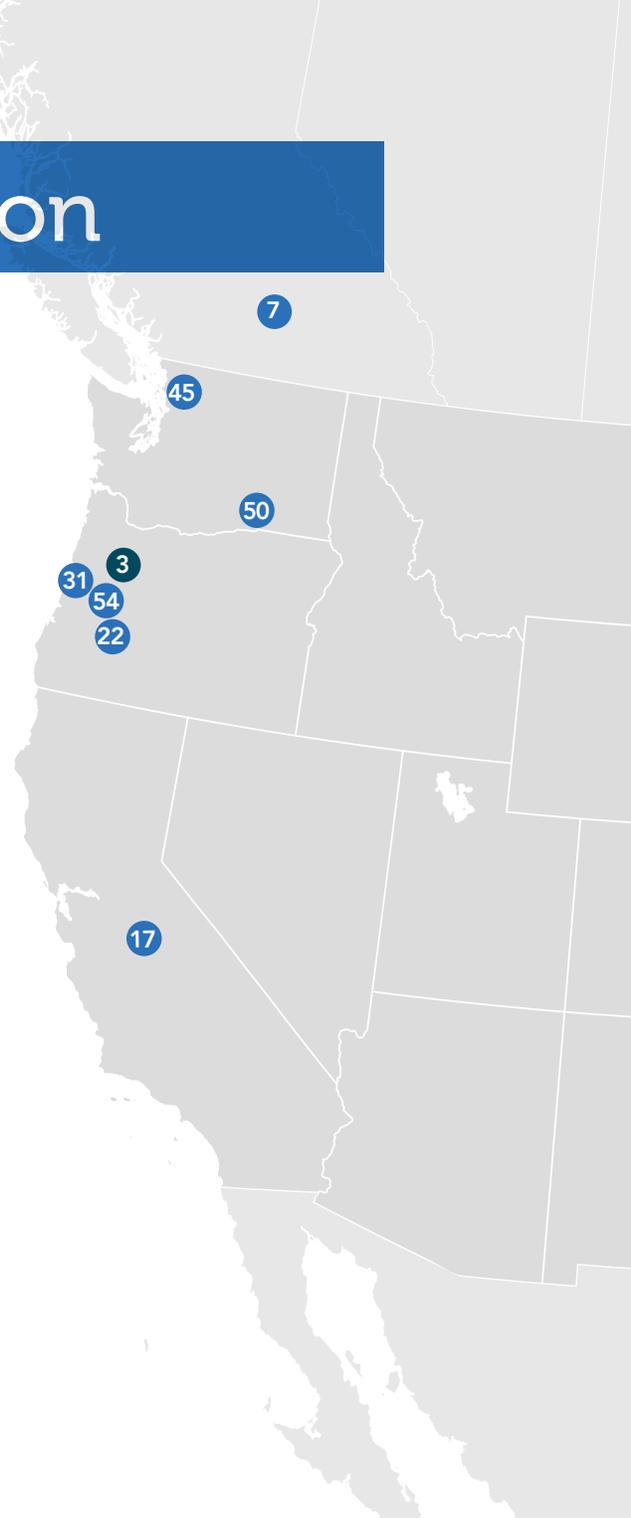


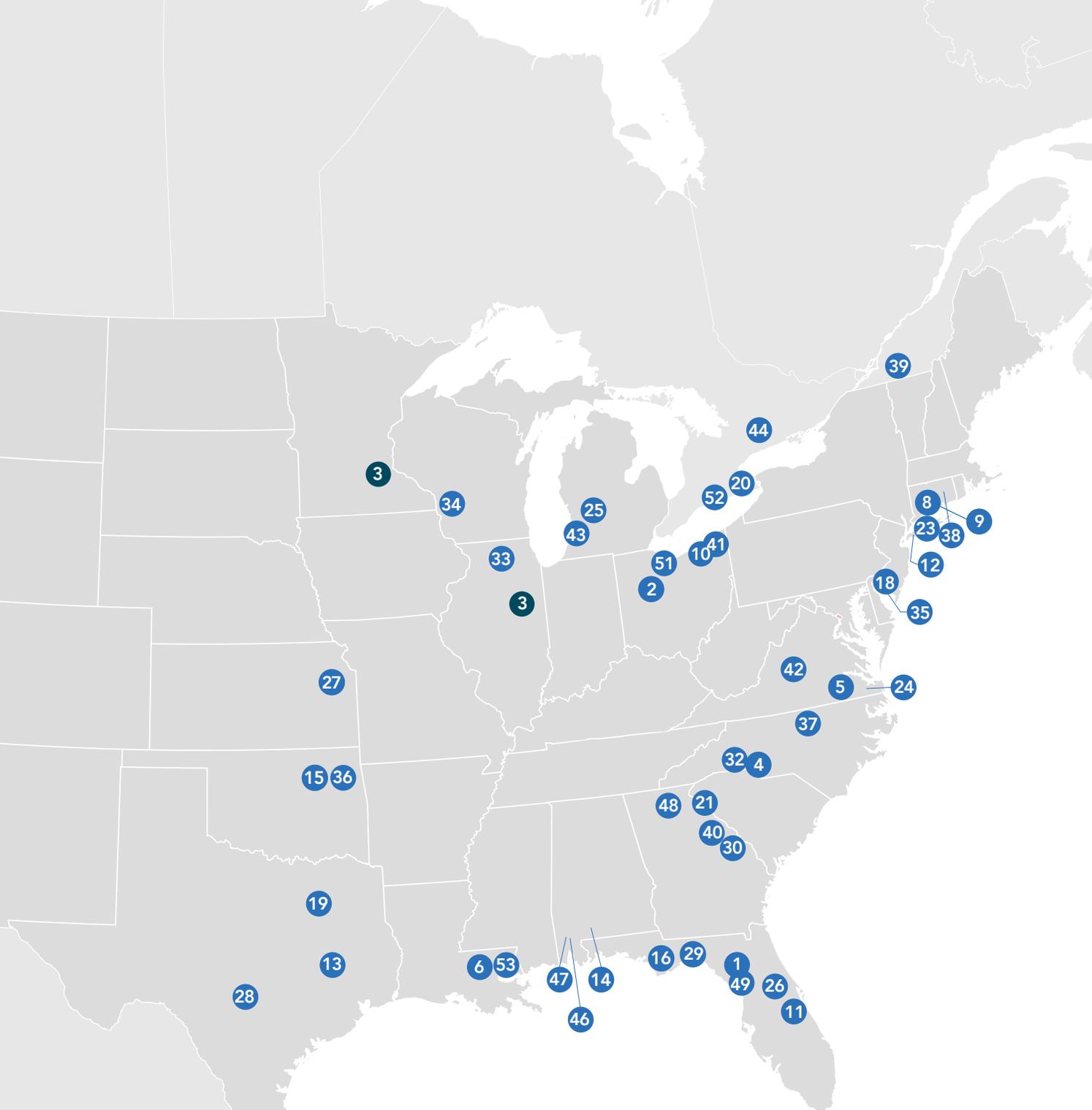
Nationwide Distribution

NORTH AMERICAN NETWORK GROWERS

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

1. 3 Rivers Nursery, Inc. - FL
2. Acorn Farms, Inc. - OH
3. Bailey Nurseries, Inc. - MN, IL, OR
4. Baucom's Nursery, Co - NC
5. Bennett's Creek Nursery - VA
6. Bracy's Nursery - LA
7. Bylands Nurseries, Ltd - Canada
8. CK Greenhouses, Inc. - CT
9. Clinton Nurseries - CT
10. Cottage Gardens Nursery - OH
11. Dewar Nurseries, Inc. - FL
12. East Coast Nurseries Inc. - NY
13. Everde Growers - TX
14. Flowerwood Nursery, Inc. - AL
15. Greenleaf Nursery, Co. - OK
16. Hackney Nursery - FL
17. Hollandia Nursery, Inc. - CA
18. Hopewell Nursery Inc - NJ
19. J. Berry Nursery - TX
20. J.C. Bakker & Sons, Ltd. - Canada
21. JeffCo Tree Farm - GA
22. Kraemer's Nursery, Inc. - OR
23. Kurt Weiss Greenhouses, Inc. - NY
24. Lancaster Farms, Inc. - VA
25. Lincoln Nurseries, Inc. - MI
26. Liner Source, Inc. - FL
27. Loma Vista Nursery, Inc. - KS
28. Lone Star Growers - TX
29. May Nursery, Inc. - FL
30. McCorkle Nurseries, Inc. - GA
31. Means Nursery, Inc. - OR
32. Metrolina Greenhouses, Inc. - NC
33. Midwest Groundcovers, LLC - IL
34. Northern Family Farms, LLP - WI
35. Overdevest Nurseries, LP - NJ
36. Parkhill Plants & Trees - OK
37. Powell's Nursery, LLC - NC





- 38. Prides Corner Farms - CT
- 39. Pépinière Abbotsford - Canada
- 40. R.A. Dudley Nurseries, Inc. - GA
- 41. Ridge Manor Nursery LLC - OH
- 42. Saunders Brothers, Inc. - VA
- 43. Sawyer Nursery, Inc. - MI
- 44. Sheridan Nurseries - Canada
- 45. Smith Gardens - WA
- 46. Stokley Nursery - AL
- 47. Tom Dodd Nurseries, Inc. - AL
- 48. Transplant Nursery, Inc. - GA
- 49. Tropic Traditions, Inc. - FL
- 50. Walla Walla Nursery Co. - WA
- 51. Willoway Nursery, Inc. - OH
- 52. Willowbrook Nursery, Inc. - Canada
- 53. Windmill Nursery, LLC. - LA
- 54. Woodburn Nursery, Inc. - OR



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FIND MORE DETAILS AT:
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