

bloomin' easy

Brand Guide 2024 | bloomineasywholesale.com



*The Plant Brand for
Young Homeowners*

download the
BE Care+ app



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BE Unique



DeVonne Friesen

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let's
connect on
LinkedIn



In a fiercely competitive marketplace, with brain-scrambling choice, it's more important than ever for brands to understand and communicate the unique value they bring their customers. It's a question that drives Bloomin' Easy's plans for serving the needs of growers, retailers, and of course young homeowners.

For growers, Bloomin' Easy offers a unique focus on the most important demographic group – young homeowners. Our plants make it easier for those homeowners to have a great gardening experience, but we know success starts with growers. That's why we choose plants growers love too – plants that root well, have great shape with minimal pruning, and pop with color during the most important garden center selling windows.

As the first major plant brand to offer unique Care Reminders for each plant, we continue finding ways to make it easier for young homeowners to access and use this support. The new Bloomin' Easy Care+ app, available for free in both Android and iPhone app stores, sets a new standard for the industry. The smartphone is the key access point for young homeowners, and Bloomin' Easy is there for them! (see page 7)

For retailers, Bloomin' Easy offers their customers something fresh. The plants and packaging are unparalleled, and garden center staff can sell with confidence knowing Bloomin' Easy is uniquely designed for the vast majority of their customers – homeowners who want a beautiful yard to enjoy with family and friends, but lack the experience and confidence when it comes to plants.

**Whether you already grow or sell
Bloomin' Easy, or are considering jumping
in, we're ready to support your efforts to
offer its unique value!**

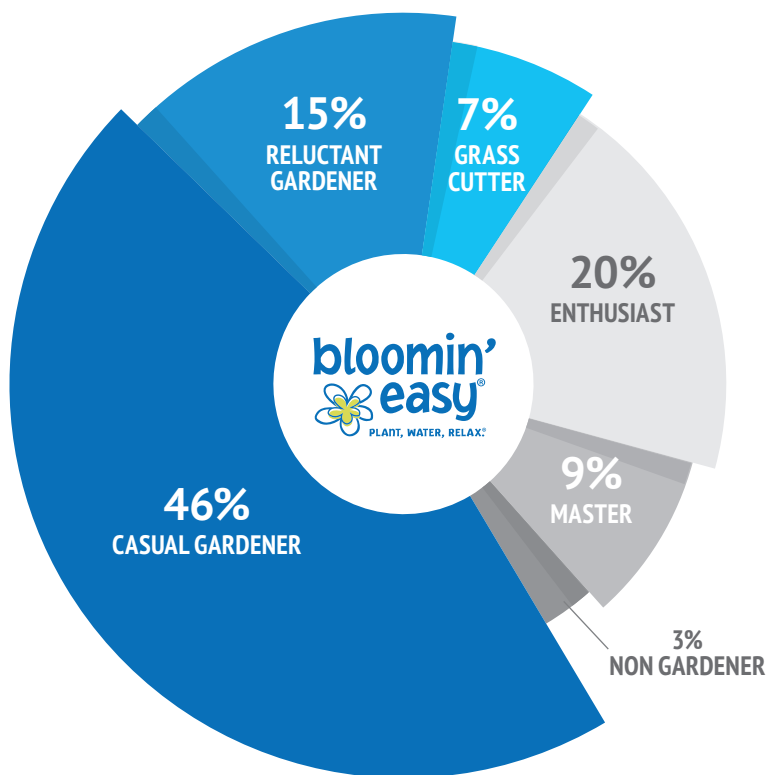
A handwritten signature in black ink, appearing to read "Friesen".

BE Strategic

Bloomin' Easy® focuses on reaching the **68% of households** that identify as Casual, Reluctant or Grass Cutter Gardeners.⁽¹⁾

**National Gardening Survey, 2022 Edition.*

National Gardening Association Research Division. Conducted by Dynata for the National Gardening Association. Research directed by Paul Cohen, Analysis and Commentary by Jim Feinson. PDF. GardenResearch.com.



“

“...the uptake in gardening by younger consumers, and in particular the Millennial generation, will help the industry cross a demographic trough created by the decline of Baby Boomer gardening activity.”⁽¹⁾

Bloomin' Easy® is the brand best positioned to serve the now dominant (and growing!) young homeowner consumer group.”

Your Opportunity

The Casual Gardener enjoys gardening and is primarily driven by the desire to have a beautiful outdoor space. We make it easy for them by offering a great selection of beautiful, easy to maintain plants, providing that attractive landscape they dream about, and casually work toward.

Bloomin' Easy® is the solution to the Reluctant Gardener's hesitation. They don't identify as gardeners, and consider other interests more important than gardening.

We embrace the homeowner who wants maximum value with minimum effort. Our plants come with the support necessary for success without the time spent learning and searching for the right way to care for each plant.

Our aim is to do the heavy lifting so they can plant, water, and relax.



PRIMARY TARGET:

Young Homeowners

The greatest portion of our target consumers are young homeowners who have the motivation to invest in a substantial improvement to their outdoor space for the various benefits. These include creating a relaxing space, beautiful patio view or increasing curb-appeal and property value.

Yet, even with the newfound motivation comes the fear of failure or wasted spending. Bloomin' Easy® can help.



SECONDARY TARGET:

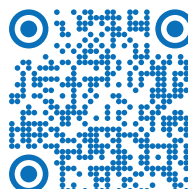
Gardening Enthusiasts

Our focus is on busy young homeowners, but gardening enthusiasts seek out Bloomin' Easy® plants because they're new and improved and have the qualities serious gardeners look for.

And, of course, they appreciate lower maintenance requirements just like young homeowners do.



view Young Homeowners
in the Wild:
The Mockumentary →





BE *Bald*

New for the sake of being new isn't enough to earn a spot in our collection. Only superior novelties from world-class breeding programs have a chance because it means success for the grower, retailer, landscaper, and end consumer.



LOW-MAINTENANCE



COMPACT



DISEASE-RESISTANT



BETTER, LONGER FLOWERING



BE *Confident*

Our aim is that every variety we introduce into the Bloomin' Easy® lineup will be class-setting and attractive enough that you will just have to have it. We test and trial at our home base in Abbotsford, BC, and also at partner sites throughout Canada and the USA. We recognize not every plant will work in every region, and we'll be open with the performance of plants in different areas.

We understand what a waste of time and resources it is to produce new varieties that don't perform. You can take confidence in our uncompromising focus on uniqueness and performance.



Interested in submitting your new genetics to our trials? Contact Bloomin' Easy Program Manager, **Shelby Klassen** at shelby@bloomineasyplants.com today.



MAKING IT EASY FOR YOUNG HOMEOWNERS TO SUCCEED

BE Valuable

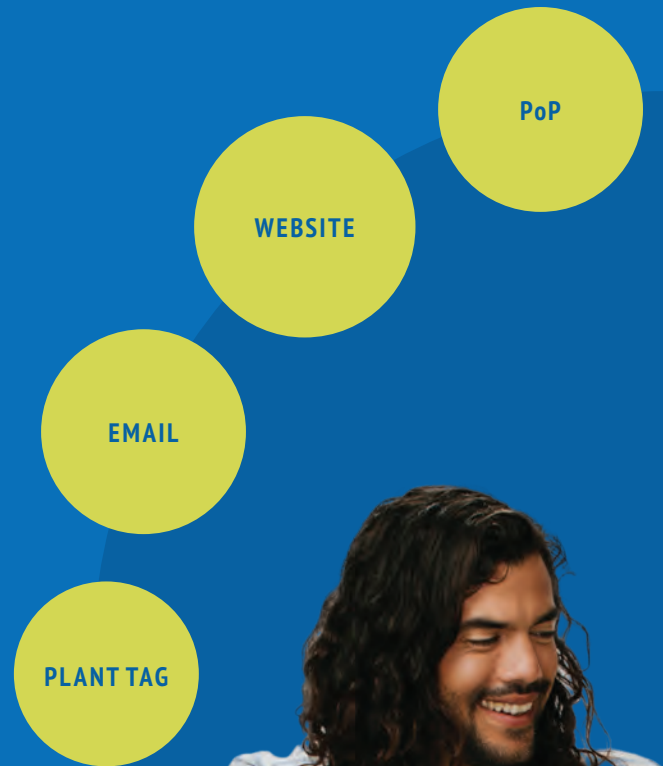
We make growing our plants successfully even easier for young homeowners by offering free seasonal care reminders and how-to videos tailored to each variety in the collection.

Sign up is easy by scanning the QR code on the plant tag or visiting mybloomineasy.com.



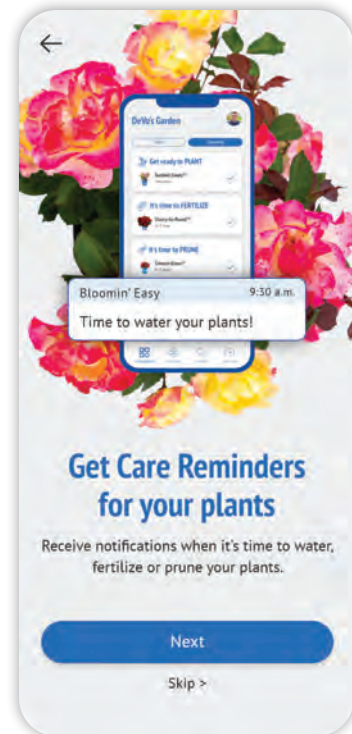
THE BLOOMIN' EASY® CARE REMINDER

TOUCHPOINTS



YOUTUBE

CARE+ APP



INTRODUCING

Bloomin' Easy® Care+

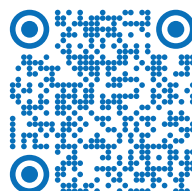
We're proud to introduce our brand new smartphone app designed specifically for young homeowners.

By delivering a ton of added value to Bloomin' Easy® customers right to their pocket, we aim to better nurture our growing community of people who desire (and deserve!) all the benefits of a beautiful outdoor space without sacrificing their busy lifestyles.

- Adds unique value to your Bloomin' Easy® program
- Effective selling and training tool for garden center staff
- Wraps Bloomin' Easy® support content and Care Reminders into a beautiful, easy to use assistant for consumers that truly seek to Plant, Water and Relax®

You can be one of the first to download and experience Bloomin' Easy® Care+ this season! Scan to download now.

download
the BE Care+
app



DRIVING YOUNG HOMEOWNERS TO RETAIL PARTNERS

BE Available

Bloomin' Easy® is grown and sold by the finest nurseries and garden centers in North America. We know that we would not be where we are today without them on board.

With over 2200 physical stores we know about carrying Bloomin' Easy® plants each season, and a brand new, first-rate collection of truly Southern varieties, we will add more Southern garden centers to the map very soon!

Is your retail location missing from our store map? Contact Kevin Cramer at kevin@bloomineasyplants.com to be included today.

Bloomin' Easy® is grown and sold by the finest nurseries and garden centers in North America, with more outstanding names joining our network each season.

Ask your finished plant supplier for Bloomin' Easy® availability to get started with your own branded program. Liners are available from Van Belle Youngplants - to order, email youngplants@vanbelle.com.



Retailers in North America



2,255
Stores and Counting!



MAKING IT EASY FOR YOU TO SELL!

BE Ready

- We've made it easy for garden centers to create a Bloomin' Easy® store-within-a-store experience that speaks to young homeowners and boosts sell-thru.
- Bench tape, bench cards, posters and freestanding A-Frames deliver Bloomin' Easy's unique value proposition to shoppers.
- Works great as a wholesale sales tool for trade shows, events or landscape yards to highlight new & improved varieties.

Order now through your Bloomin' Easy® supplier or directly from Orora Visual.

DIGITAL ASSETS MANAGEMENT



Easy Marketing Tools at your fingertips

media.bloomeasyplants.com

Utilize effective marketing, sales and production resources for your Bloomin' Easy® program with our redesigned asset management tool, available 24/7 for you and your customers.

- Brand graphics, logos
- Brand guide
- Plant and model photos
- How-to videos
- PDF sell sheets
- Production guides and more

Posters



A-Frames



Bench Cards





Dragon Baby™

By bloomin' easy

Precious and powerful like a baby dragon, this improved Hardy Hydrangea delivers extraordinary flower power in a petite form for modern outdoor spaces. Blooms start cream and lime before igniting to a rich pink as summer fades to fall.

2-3ft tall x wide • Zones 3-8 • Full to part sun



Hydrangea paniculata 'HYLV17522' USPPAF, CPBRA

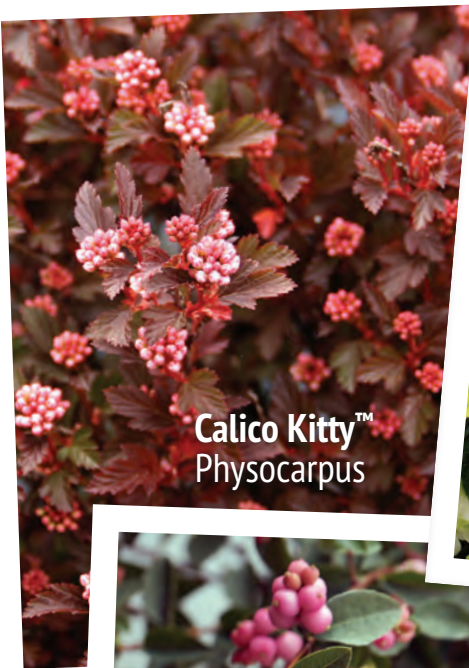


2024 NEW VARIETIES

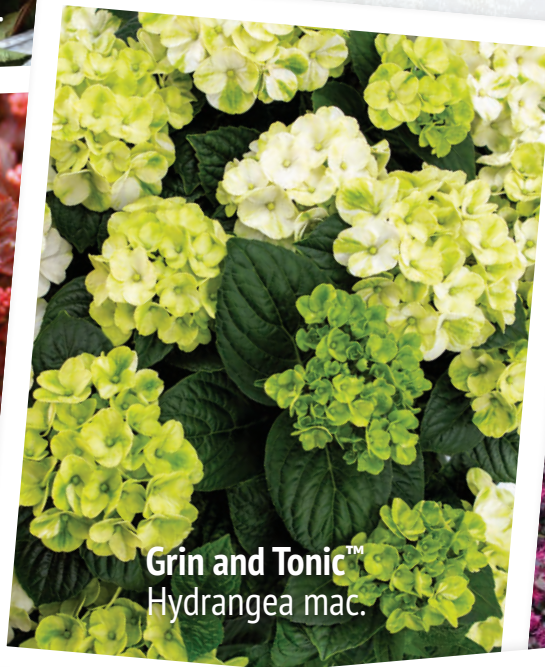
2024 NEW VARIETIES



Dragon Baby™
Hydrangea pan.



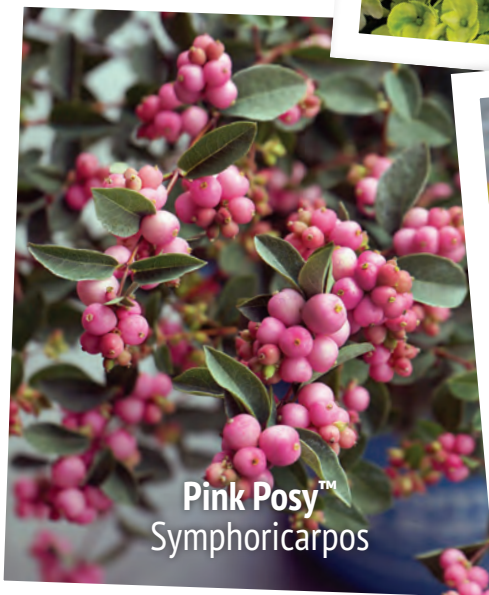
Calico Kitty™
Physocarpus



Grin and Tonic™
Hydrangea mac.



Plum Gorgeous™
Loropetalum



Pink Posy™
Symphoricarpos



Savannah Sunset™
Physocarpus

2023 INTRODUCTION

Grin and Tonic™**HYDRANGEA MAC.***Hydrangea macrophylla 'Hokomagrito' USPPAF, CPBRA*

Elegant yet strong—you'll want to sip on this beauty all season long! Reminiscent of a favorite summertime drink, this Hydrangea is bright and lively. The blooms emerge lime green and mature to a refreshing bright white.

- Part sun
- Hardiness zones: 5 to 9
- 2-3ft tall and wide
- Green and white flowers rebloom from spring through fall



2024 INTRODUCTION

Dragon Baby™**HYDRANGEA PAN.***Hydrangea paniculata 'HYLV17522' USPPAF, CPBRA*

A rare breed featuring short sturdy red stems supporting full lime panicles that turn to cream before a rich pink in late summer.

- Full to part sun
- Hardiness zones: 3 to 8
- 2-3ft tall and wide
- Cream, lime and pink flowers from early summer through fall



2024 INTRODUCTION

Plum Gorgeous™**LOROPETALUM***Loropetalum chinense 'Plum Gorgeous'*

Dense, compact natural habit and holds its striking plum foliage all season.

- Full to part sun
- Hardiness zones: 7 to 9
- 3-4ft tall and 4-5ft wide
- Pink flowers from spring through fall





2024 INTRODUCTION

Calico Kitty™**PHYSOCARPUS***Physocarpus opulifolius 'ZleBIC14' USPPAF, CPBRA*

Compact form dressed with tasty foliage that changes from honey to caramel to fruit punch and merlot.

- Full sun
- Hardiness zones: 3 to 7
- 4-5ft tall and 3-4ft wide
- Pink flowers in spring



2024 INTRODUCTION

Savannah Sunset™**PHYSOCARPUS***Physocarpus opulifolius 'LP1' USPP34993, CPBRA*

Compact form with bright, color-changing foliage—every month a new color!

- Full sun
- Hardiness zones: 3 to 7
- 4-5ft tall and 3-4ft wide
- Red and pink flowers in spring



2024 INTRODUCTION

Pink Posy™**SYMPHORICARPOS***Symphoricarpos doorenbosii 'Kolmapinpos' USPPAF, CPBRA*

Rich green foliage covered in deep pink ornamental berries as summer fades to fall. Great as a compact hedge.

- Full sun
- Hardiness zones: 3 to 7
- 2-3ft tall and 3ft wide
- Pink ornamental berries in late summer

2023 INTRODUCTION

Birthday Cake™**BUDDLEIA***Buddleia x 'PODvb3-30' USPPAF, CPBRAf*

Long fragrant rich pink flowers stand straight up like candles on a birthday cake each summer and fall.

- Full sun
- Hardiness zones: 5 to 9
- 4-5ft tall and 2-3ft wide
- Pink flowers from summer through fall



2023 INTRODUCTION

Blueberry Pie™**BUDDLEIA***Buddleia x 'PODvb9-15'*

Sweet smelling purple flowers cover its adorable compact, mounding frame.

- Full sun
- Hardiness zones: 5 to 9
- 2-3ft tall and wide
- Blue/purple flowers from summer through fall



2021 INTRODUCTION

Beekeeper™**CARYOPTERIS***Caryopteris x clandonensis 'Minigold' USPPAF, CPBRAf*

From the improved form to the fun name, what's not to love? Strong pollinator.

- Full to part sun
- Hardiness zones: 5 to 9
- 2-3ft tall and wide
- Pollinator friendly blue flowers from summer to fall





2023 INTRODUCTION

Firefly®

DIERVILLA

Diervilla sessilifolia 'Bocofire' USPPAF, CPBRAf

Yellow and honey colored foliage offers contrast to brighten your landscape.

- Full sun
- Hardiness zones: 3 to 8
- 2-3ft tall and wide
- Bright yellow flowers in late spring



2017 INTRODUCTION

Nightglow®

DIERVILLA

Diervilla splendens 'El Madrigal' USPP28060, CPBR5626

All season burgundy foliage and fantastic form.

- Full sun
- Hardiness zones: 3 to 8
- 2-3ft tall and wide
- Blooms late spring, may rebloom through fall

Awards

- Gold Medal - Plantarium (NL) 2017
- Top Shrub - 2018 Mérites horticoles (Hort Awards) Montréal Botanical Garden
- Silver Medal - HTA (UK) 2018



2022 INTRODUCTION

Cherry-Go-Round™

HYDRANGEA MAC.

Hydrangea macrophylla 'Hokomaburlac' USPPAF, CPBRAf

You'll never want to get off this ride! Mouthwatering cherry-red flowers adorn its compact frame and rebloom through summer and fall.

- Part sun; afternoon shade preferred
- Hardiness zones: 5 to 9
- 2-3ft tall and wide
- Deep red mophead flowers from late spring through summer; Very sturdy stems

2022 INTRODUCTION

Frill Ride™**HYDRANGEA MAC.***Hydrangea macrophylla 'Hokomabavi' USPPAF, CPBRA*

Rich pink frilly reblooming flowers create a fun, one-of-a-kind look.

- Part sun
- Hardiness zones: 5 to 9
- 2-3ft tall and wide
- Rich pink flowers from late spring through fall



2021 INTRODUCTION

Kimono™**HYDRANGEA MAC.***Hydrangea macrophylla 'Hokomabebos' USPPAF, CPBRA*

Fall in love with sultry two-tone red and pink reblooming flowers contrasted by dark foliage. Strong rebloomer.

- Part sun; afternoon shade preferred
- Hardiness zones: 5 to 9
- 2-3ft tall and wide
- Rich two-tone red flowers bloom continuously from spring to fall



2021 INTRODUCTION

Starfield™**HYDRANGEA MAC.***Hydrangea macrophylla 'Hortmafarfa' USPP32164, CPBRA*

This one was born a star! Reblooming gumball pink flowers cover this plant like a field of stars on a perfect night. Strong rebloomer.

- Part sun; afternoon shade preferred
- Hardiness zones: 5 to 9
- 2-3ft tall and wide
- Star-shaped Japanese style flowers in pink or blue, continuously from spring to fall





2016 INTRODUCTION

Tilt-A-Swirl®**HYDRANGEA MAC.***Hydrangea macrophylla 'QUFU' USPP26426, CPBR5408*

Whimsical red and green bicolor blooms that last for months.

- Part sun; afternoon shade preferred
- Hardiness zones: 5 to 9
- 3-4ft tall and wide
- Blooms late spring through fall

Awards

- Gold Medal - Plantarium (NL) 2013



2023 INTRODUCTION

Toy Soldier™**HYDRANGEA QUE.***Hydrangea quercifolia 'Bocotoso' USPPAF, CPBRA*

Improved oakleaf hydrangea with incredible form and deep red fall foliage.

- Full to part sun
- Hardiness zones: 5 to 9
- 4-5ft tall and wide
- Cream/pink flowers from early summer through fall



2017 INTRODUCTION

Candelabra®**HYDRANGEA PAN.***Hydrangea paniculata 'Hpopr013' USPP27472, CPBR6053*

This award-winning gem will make your spirits burn bright. Candle-shaped flowers bloom creamy white and transition into bright red as summer fades.

- Full to part sun
- Hardiness zones: 3 to 8
- 4-6ft tall and wide
- Blooms summer through fall

Awards

- Retailer's Choice - Cultivate (US) 2017

2017 INTRODUCTION

Flare™**HYDRANGEA PAN.***Hydrangea paniculata 'Kolmavesu' USPP26928, CPBR6047*

The best red we've seen on a compact panicle hydrangea.

- Full to part sun
- Hardiness zones: 3 to 8
- 2-3ft tall and wide
- Blooms summer through fall

Awards

- Retailer's Choice - Cultivate (US) 2017
- Silver Medal - Plantarium (NL) 2013



2017 INTRODUCTION

Moonrock®**HYDRANGEA PAN.***Hydrangea paniculata 'Kolmakilima' USPP29853, CPBR5853*

Intense lime-green blooms are both funky and elegant.

- Full to part sun
- Hardiness zones: 3 to 8
- 4-6ft tall and wide
- Blooms summer through fall

Awards

- Retailer's Choice - Cultivate (US) 2017
- People's Choice - Farwest (US) 2016



2022 INTRODUCTION

Torch™**HYDRANGEA PAN.***Hydrangea paniculata 'HPOPR018' USPP32972, CPBRA*

Superior upright form and very early flowering, leading the race with cream-white flowers atop sturdy red stems.

- Full to part sun
- Hardiness zones: 3 to 8
- 4-5ft tall and wide
- Blooms summer through fall. Starts turning from white to pink weeks earlier than other paniculatas





2022 INTRODUCTION

Pink Dynamo™ HYDRANGEA SERRATA

Hydrangea serrata 'JPD01' USPP33412, CPBRAf8

Vibrant, hot pink lacecap flowers rebloom over silky black foliage from late spring through summer to create an eye-popping experience like no other.

- Part sun
- Hardiness zones: 5 to 9
- 2-3ft tall and wide
- Vibrant pink lacecap blooms smother intensely dark foliage from late spring through fall



2020 INTRODUCTION

Thunderbolt® LONICERA

Lonicera nitida 'Golden Glow' USPP26598

This new and improved Box Honeysuckle loves the shade and offers chartreuse foliage that can be hedged or shaped to taste.

- Part sun
- Hardiness zones: 5 to 9
- 4-5ft tall and wide
- Evergreen grown for foliage; Excellent as a hedge

Awards

- Bronze Medal - Plantarium (NL) 2013



2019 INTRODUCTION

Panther® PHYSOCARPUS

Physocarpus opulifolius 'N5' USPP30820, CPBRAf

Sleek black foliage and stems create fierce contrast in low-maintenance landscapes.

- Full sun
- Hardiness zones: 3 to 7
- 4-5ft tall and 3-4ft wide
- Blooms mid-spring to early summer

2017 INTRODUCTION

Bella Bellissima®**POTENTILLA***Potentilla fruticosa 'Hachliss' USPP27715, CPBR5599*

Intensely pink blooms from top to bottom of this gorgeous, hardy shrub.

- Full sun
- Hardiness zones: 2 to 6
- 2-3ft tall and wide
- Blooms late spring through fall



2017 INTRODUCTION

Bella Bianca®**POTENTILLA***Potentilla fruticosa 'Hachbianca' USPPAF, CPBRA*

Pure white flowers cover very compact form.

- Full sun
- Hardiness zones: 2 to 7
- 1-2ft tall and wide
- Blooms late spring through fall



2017 INTRODUCTION

Bella Sol®**POTENTILLA***Potentilla fruticosa 'Hachdon' USPP27685, CPBR5598*

Sunset orange flowers bloom continuously against vibrant green foliage. Improved, dense form.

- Full sun
- Hardiness zones: 2 to 6
- 2-3ft tall and wide
- Blooms late spring through fall





2023 INTRODUCTION

Cinnamon Hearts™**ROSE***Rosa x 'VLR13003' USPPAF, CPBRA*

Fragrant true-red flowers rebloom over its compact frame. Cold hardy.

- Full sun
- Hardiness zones: 3 to 9
- 2-3ft tall and wide
- Red flowers from spring through fall



2023 INTRODUCTION

Gumball Goody™**ROSE***Rosa x 'VLR12062' USPPAF, CPBRA*

Fragrant red, yellow and pink double flowers rebloom over its compact frame. Cold hardy.

- Full sun
- Hardiness zones: 3 to 9
- 2-3ft tall and wide
- Coral pink/lemon yellow flowers from spring through fall



2016 INTRODUCTION

Peach Lemonade®**ROSE***Rosa 'Radpastel' USPP26675, CPBR5392*

Hardy, compact, multi-colored, reblooming, disease resistant and fragrant—this Rose is as good as they come!

- Full sun
- Hardiness zones: 3 to 9
- 2-3ft tall and wide
- Yellow, white and blush pink flowers from spring through fall, self-cleaning

2021 INTRODUCTION

Cherry On Top™**SORBARIA***Sorbaria sorbifolia 'Bococot' USPP33639, CPBRA*

Dwarf Sorbaria with red seed pods that extend the season of attraction.

- Full to part sun
- Hardiness zones: 2 to 10
- 4-5ft tall and wide
- Cream plume flowers become cherry red for weeks of extended appeal



2023 INTRODUCTION

Pineapple Poprocks®**SPIRAEA***Spiraea japonica 'Golden Select' USPPAF, CPBRA*

Lemon yellow foliage pops with pink flowers in summer and turns bright red in fall.

- Full sun
- Hardiness zones: 3 to 8
- 2-3ft tall and wide
- Pink/purple flowers from spring through fall



2019 INTRODUCTION

Poprocks® Petite**SPIRAEA***Spiraea japonica 'Odessa' USPP28508, CPBRA*

This beautiful northern variety is very cold hardy and loaded with rich pink flowers from top to bottom of its compact form.

- Full sun
- Hardiness zones: 3 to 8
- 2-3ft tall and wide
- Blooms in summer





2017 INTRODUCTION

Rainbow Fizz™**SPIRAEA***Spiraea japonica 'Matgold' USPP28876, CPBR5634*

Pops of color-changing foliage and tidy form.

- Full sun
- Hardiness zones: 3 to 8
- 3-4ft tall and wide
- Blooms in summer



2020 INTRODUCTION

Pinky Promise™**SYMPHORICARPOS***Symphoricarpos doorenbosii 'Kolmpica' USPPAF, CPBRA*

Mint green foliage loaded with blush pink ornamental berries in late summer and fall. Great as a compact hedge.

- Full sun
- Hardiness zones: 3 to 7
- 2-3ft tall and 3ft wide
- Gumball pink ornamental berries in late summer. Great for patio containers



2022 INTRODUCTION

Pearl Potion™**SYRINGA***Syringa meyeri 'IDB123WHITEHOUSE' USPP31664, CPBRA*

On its compact, improved form, Pearl Potion™ delivers pink buds that open into pearl white, intensely fragrant flowers in spring.

- Full sun
- Hardiness zones: 3 to 7
- 4-5ft tall and 5-7ft wide
- Flowers start pink and turn to pearl white each spring

2023 INTRODUCTION

Private Jet™**THUJA***Thuja occidentalis 'King of Brabant' USPP#29678, CPBRAf*

Super fast-growing columnar evergreen creates the perfect privacy hedge.

- Full to part sun
- Hardiness zones: 3 to 7
- 15-20ft tall and 4-5ft wide
- Grows up to 24 inches per year



2020 INTRODUCTION

Afterglow™**WEIGELA***Weigela x 'AZ', USPPAF, CPBRAf*

Dark foliage pops with cream and pink flowers that last for weeks.

- Full sun
- Hardiness zones: 4 to 7
- 3-4ft tall and wide
- Cream flowers with blush pink. Blooms mid-spring; trim to rebloom



2015 INTRODUCTION

Crimson Kisses®**WEIGELA***Weigela x 'Slingco 1' USPP23654, CPBR5266*

Compact, reblooming Weigela unlike any other.

- Full sun
- Hardiness zones: 4 to 7
- 3-4ft tall and wide
- Blooms in late spring, reblooms through autumn
- To maximize rebloom, trim lightly just after the first blooms have finished
- (Online retail only in USA)

Awards

- Silver Medal—Plantarium (NL) 2014





2018 INTRODUCTION

Electric Love®**WEIGELA***Weigela x 'ZR1' USPP30065, CPBRAf*

First true red flower on a dark leafed Weigela.

- Full sun
- Hardiness zones: 4 to 7
- 1-2ft tall and 2-3ft wide
- Blooms in late spring, moderate rebloom
- To maximize rebloom, trim lightly just after the first blooms have finished



2015 INTRODUCTION

Maroon Swoon®**WEIGELA***Weigela x 'Slingco 2' USPP26841, CPBR5267*

Rich maroon blooms that draw stares.

- Full sun
- Hardiness zones: 4 to 7
- 4-5ft tall and wide
- Blooms in late spring, chance of rebloom
- To encourage rebloom, trim lightly just after the first blooms have finished

Awards

- Retailer's Choice—Farwest (US) 2015



2022 INTRODUCTION

Peach Kisses™**WEIGELA***Weigela x 'Slingpink' USPP29149, CPBRAf*

Warm and fuzzy feelings explode from this adorable new and improved reblooming Weigela that's loaded with peachy pink flowers.

- Full sun
- Hardiness zones: 4 to 7
- 3ft tall and wide
- Peachy pink blooms from late spring through fall

2017 INTRODUCTION

Strobe®**WEIGELA***Weigela x 'WOF/R' USPP30866, CPBRAf*

Glossy, color changing foliage, and covered with bright pink flowers.

- Full sun
- Hardiness zones: 4 to 7
- 3ft tall and wide
- Blooms in late spring, chance of rebloom
- To maximize rebloom, trim lightly just after the first blooms have finished



2018 INTRODUCTION

Stunner®**WEIGELA***Weigela x 'Spring 2' USPPAF, CPBRAf*

Loaded with vibrant pink flowers contrasting purple foliage. Best in class appeal.

- Full sun
- Hardiness zones: 4 to 7
- 3-4ft tall and wide
- Blooms in late spring, chance of rebloom
- To maximize rebloom, trim lightly just after the first blooms have finished



2015 INTRODUCTION

Tuxedo™**WEIGELA***Weigela x 'Velda' USPP26842, CPBR5268*

True white flowers against midnight green foliage create a unique, classy look.

- Full sun
- Hardiness zones: 4 to 7
- 4-5ft tall and wide
- Blooms in late spring, chance of rebloom
- To encourage rebloom trim lightly just after the first blooms have finished

Awards

- Silver Medal - Plantarium (NL) 2015





 **bloomin' easy**[®]

SOUTHERN COLLECTION

Engage Young Homeowners
in the South with Shrubs
that can Take the Heat

SOUTHERN COLLECTION



Finished containers and liners available now from Greenleaf Nursery Co. To order, contact your Sales Representative, call 800-331-2982 or visit greenleafnursery.com.

Youngplant inputs for most varieties available from Van Belle Nursery—
email youngplants@vanbelle.com to order today.

2023 INTRODUCTION

Mango Twist™**ABELIA***Abelia x grandiflora 'RNTOM' PP31041*

Delicious and eye-catching initial yellow foliage turns to gold throughout the summer, then a rich bronze in fall.

- Full sun
- Hardiness zones: 6 to 9
- 2ft tall and 4-5ft wide
- White flowers from summer through fall



2023 INTRODUCTION

Ever After™ Blush**RHODODENDRON***Rhododendron x 'RLH2-4P1-5' PP31114*

Sweet blush pink double flowers decorate its tidy form from spring through fall.

- Full to part sun
- Hardiness zones: 6 to 9
- 2-3ft tall and 3-4ft wide
- Improved flowering in part sun conditions



2023 INTRODUCTION

Ever After™ Pink**RHODODENDRON***Rhododendron x 'RLH2-3P8-2'*

Loads of rich pink flowers adorn this compact Azalea from spring through fall.

- Full to part sun
- Hardiness zones: 6 to 9
- 2-3ft tall and 3-4ft wide
- Improved flowering in part sun conditions





2023 INTRODUCTION

Ever After™ Ruby**RHODODENDRON***Rhododendron x 'RLH2-2PA1S' PP31115*

The show never stops with one-of-a-kind true red flowers that rebloom from spring to fall.

- Full to part sun
- Hardiness zones: 6 to 9
- 3-4ft tall and wide
- Improved flowering in part sun conditions



2023 INTRODUCTION

Royal Flush™ ShiShi**CAMELLIA***Camellia x 'GNC-CAM1' PP30916*

A royal flush of rosy-pink semi-double flowers in fall and winter following gorgeous variegated foliage in the spring and summer.

- Part sun to shade
- Hardiness zones: 7 to 9
- 4-5ft tall and wide
- Pink flowers from fall through winter



2023 INTRODUCTION

Little Champ™**DISTYLIUM***Distylium x 'DISmd-26-18' USPPAF*

This tidy evergreen punches above its weight class with rich dark green glossy leaves and a dense, compact form.

- Full to part sun
- Hardiness zones: 7 to 9
- 1-2ft tall and 2-3ft wide
- Maroon flowers in winter

2023 INTRODUCTION

Daisy Duke™

GARDENIA

Gardenia augusta 'RLH-GA1' PP30894

Daisy Duke stops passersby in their tracks with sweet-scented pure white flowers and the elegance of its petite form.

- Full to part sun
- Hardiness zones: 6 to 9
- 2ft tall and 2-3ft wide
- White aging to yellow flowers in spring



2023 INTRODUCTION

Great Neighbor™

ILEX

Ilex x 'EN4' PPAF

Whether you're looking for a tall privacy hedge, mid-size row, or simply a lush evergreen focal point, Great Neighbor™ is happy to please.

- Full to part sun
- Hardiness zones: 6 to 9
- 8-12ft tall and 6-8ft wide
- Pyramidal form



2023 INTRODUCTION

Princess Holly Anne™

LAGERSTROEMIA

Lagerstroemia x 'GA0701' PPAF

Fall in love with true red blooms from summer through fall. Copper-red foliage deepens to dark green in the summer, followed by purple-red in the fall.

- Full sun
- Hardiness zones: 6 to 9
- 4ft tall and wide
- Cherry-red flowers from summer through fall





2023 INTRODUCTION

Princess Kylie™**LAGERSTROEMIA***Lagerstroemia x 'GA0803'*

Bold magenta covers this improved Crapemyrtle from summer through fall, complemented by pretty grey-green leaves.

- Full sun
- Hardiness zones: 6 to 9
- 4-5ft tall and wide
- Magenta flowers from summer through fall



2023 INTRODUCTION

Princess Lyla™**LAGERSTROEMIA***Lagerstroemia x 'GA0702'*

Sweet, rosy pink blooms adorn this low-mounding Crapemyrtle from summer to fall. Foliage begins dark green and changes to a bronzy gold in the fall.

- Full sun
- Hardiness zones: 6 to 9
- 2ft tall and 2-3ft wide
- Rose-pink flowers from summer through fall



2023 INTRODUCTION

Princess Zoey™**LAGERSTROEMIA***Lagerstroemia x 'GA0804'*

Red and pink flowers simultaneously bloom from summer through fall. Complemented by dark green foliage that turns red-purple in autumn.

- Full sun
- Hardiness zones: 6 to 9
- 4-5ft tall and 3ft wide
- Red and pink flowers from summer through fall

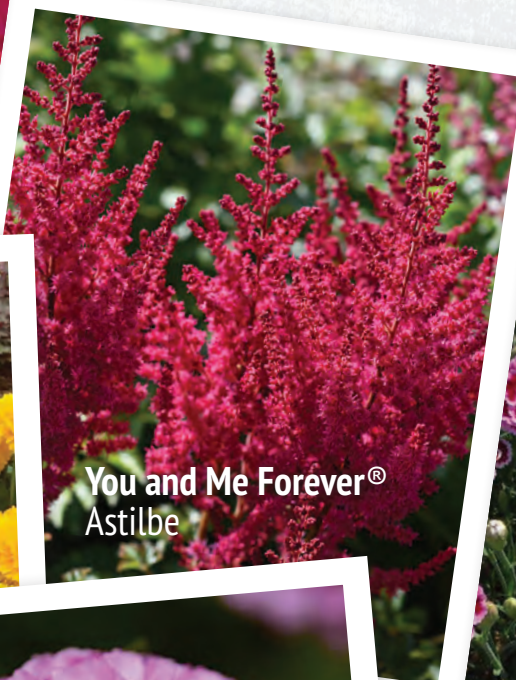


PERENNIAL COLLECTION

A Curated Selection of New and Improved Perennials for Young Homeowners Everywhere



Ka-Pow® Pink
Garden Phlox



You and Me Forever®
Astilbe



Solanna™ Golden Sphere
Tickseed



Dreameria® Sweet Dreams
Thrift



Delilah™ Bicolor Purple
Carnation



2023 INTRODUCTION

Milly Rock™ Rose

YARROW

Achillea millefolium MILLY ROCK™ Rose USPP31620

Improved mounded habit holds all summer long.

- Full sun
- Hardiness zones: 4 to 9
- 10-12in tall and wide
- Blooms in late spring to fall



2023 INTRODUCTION

Dreameria® Sweet Dreams

THRIFT

Armeria pseudarmeria DREAMERIA® Sweet Dreams USPP29612

Breeder's breakthrough offers frost to frost flowering.

- Full sun
- Hardiness zones: 5 to 9
- 10-12in tall and wide
- Blooms in early spring to late fall



2023 INTRODUCTION

You and Me Always®

ASTILBE

Astilbe chinensis You and Me Always® USPP32942

Better bloom power and taller flower spikes.

- Full to part sun
- Hardiness zones: 3 to 8
- 18-24in tall and 18in wide
- Blooms in spring to summer

2023 INTRODUCTION

You and Me Forever®**ASTILBE***Astilbe chinensis You and Me Forever® USPP32915*

Better bloom power and taller flower spikes.

- Full to part sun
- Hardiness zones: 3 to 8
- 18-24in tall and 18in wide
- Blooms in spring to summer



2023 INTRODUCTION

You and Me Together®**ASTILBE***Astilbe chinensis You and Me Together® USPP32867*

Better bloom power and taller flower spikes.

- Full to part sun
- Hardiness zones: 3 to 8
- 18-24in tall and 18in wide
- Blooms in spring to summer



2023 INTRODUCTION

Solanna™ Golden Sphere**TICKSEED***Coreopsis x SOLANNA™ golden sphere USPP25241*

Loaded with fluffy, golden-yellow flowers.

- Full sun
- Hardiness zones: 5 to 9
- 8in tall and 10-12in wide
- Blooms in spring to fall





2023 INTRODUCTION

Delilah™ Bicolor Purple**CARNATION***Dianthus plumarius Delilah™ Bicolor Purple*

Striking clusters of super fragrant purple pink petals surrounding a darker purple center.

- Full to part sun
- Hardiness zones: 4 to 9
- 10in tall and 14in wide
- Blooms in spring to early fall



2023 INTRODUCTION

Panama™ Red**CONEFLOWER***Echinacea x Panama™ Red*

First echinacea to propagate from URCs. Tons of flower power.

- Full sun
- Hardiness zones: 5 to 9
- 12-14in tall and 14-16in wide
- Blooms in late spring to fall



2023 INTRODUCTION

Paris**CORAL BELLS***Heuchera x 'Paris' USPP18881*

Eye-catching color combo of large rich pink flowers against bright green foliage dusted with white.

- Full sun to shade
- Hardiness zones: 4 to 9
- 10in tall and 14in wide
- Blooms in late spring to late summer

2023 INTRODUCTION

Shanghai

CORAL BELLS

Heuchera x Shanghai USPP21859

Eye-catching color combo of purple-silver foliage adorned with white reblooming flowers.

- Full to part sun
- Hardiness zones: 4 to 9
- 10in tall and 12in wide
- Blooms in late spring to late summer



2023 INTRODUCTION

SuperBlue

ENGLISH LAVENDER

Lavandula angustifolia 'SuperBlue' PP24929

Very compact with tight, full stems and (of course!) perfectly blue flowers.

- Full sun
- Hardiness zones: 5 to 8
- 10-12in tall and wide
- Blooms in late spring to late summer



2023 INTRODUCTION

Tidepool™ Sky Blue

LITHODORA

Lithodora diffusa 'Sky Blue'

Fuller, refined habit and improved flower coverage.

- Full to part sun
- Hardiness zones: 5 to 9
- 6-10in tall and 12-24in wide
- Blooms in early spring



2023 INTRODUCTION

SylvesterBlue™

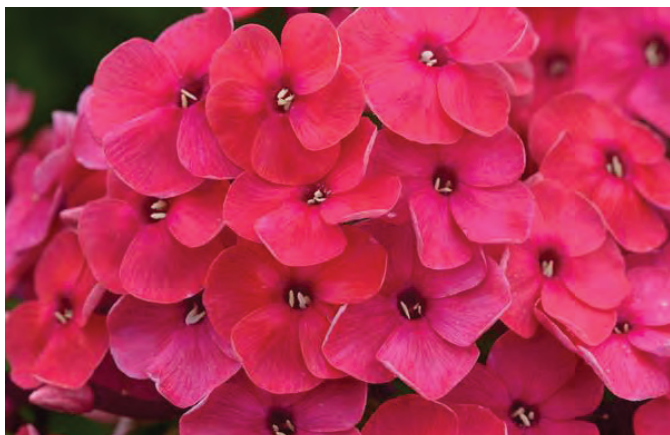
CATMINT

Nepeta x SylvesterBlue USPP32974

Fuller display with dense branching covered in true blue flowers.

- Full sun
- Hardiness zones: 4 to 8
- 12-14in tall and 24-30in wide
- Blooms in late spring to fall





2023 INTRODUCTION

Ka-Pow® Pink

GARDEN PHLOX

Phlox paniculata 'Balkapopink' PP30779

Improved branching ensures abundant flower production with clean, consistent foliage.

- Full sun
- Hardiness zones: 4 to 9
- 16-18in tall and 14-16in wide
- Blooms in late spring to summer



2023 INTRODUCTION

Blue by You

MEADOW SAGE

Salvia x Blue by You PP31033

Very cold hardy with tight form and repeat blooming.

- Full sun
- Hardiness zones: 4 to 9
- 20-22in tall and wide
- Blooms in early spring to fall



2023 INTRODUCTION

Moody Blues® Sky Blue

SPIKE SPEEDWELL

Veronica x 'Novavsky' PP27835

Compact, clean, upright form continues to cycle and produce large, showy flowers all season.

- Full sun
- Hardiness zones: 4 to 9
- 12-14in tall and wide
- Blooms in spring to fall



2023 INTRODUCTION

Seaside

SPEEDWELL

Veronica x 'Seaside'

Improved hardiness and performance, tolerates salt—perfect for the coast.

- Full sun
- Hardiness zones: 3 to 8
- 20-24in tall and 20in wide
- Blooms in summer

FREQUENTLY ASKED QUESTIONS

I'm already selling branded plants—why should I add Bloomin' Easy?

Bloomin' Easy is the brand best positioned to answer the challenges and fears young homeowners have surrounding gardening and landscaping projects.

Our plant-specific Care Reminders with simple how-to videos make success even easier for the majority of consumers today that have little experience (and a lot of fear) when it comes to plants.

Participation and spending on gardening has recently reached new heights, but substantial roadblocks to sales with younger generations requires us to provide products and services that overcome their challenges and save their precious time and money.

Bloomin' Easy is your best choice for offering ease of success to young homeowners today.

Where can I buy Bloomin' Easy inputs?

Bloomin' Easy youngplants are available exclusively through Van Belle Nursery, Greenleaf Nursery Co., Transplant Nursery and Manor View Farm. Bare root inputs are available through Willowbend Nursery.

All growers must accept the responsibilities of the Finished Container Agreement, including established Quality Standard Pricing. Request this info from your supplier or email kevin@bloomineasyplants.com.

Are branded tags and pots required?

Yes. Bloomin' Easy tags are required for every finished container. They're usually included in the price of the plant input and you should receive tags with your shipment of plants. Tag information is trilingual, featuring English/French/Spanish.

Branded pots are required if sold in the following sizes: true one gallon, true two gallon, true three gallon, and five gallon. Talk to your Bloomin' Easy supplier for size and shipping options that best fit your production and market needs.

We believe strongly that the branded package enables growers and garden centers to command the price these plants and you deserve.

For Québec and French speaking communities, we offer French tags that are French primary, English secondary. Let your Bloomin' Easy supplier know if you need French tags with your plants or email kevin@bloomineasyplants.com.

Is there quality standard pricing for Bloomin' Easy plants?

Yes. To protect you as a grower, Bloomin' Easy publishes Quality Standard Pricing for wholesale finished container product. It has proven effective, and serves both grower and retailer.

What are you doing to support industry partners with marketing?

Bloomin' Easy actively engages in various forms of industry and consumer marketing to generate demand for the plants in our collection and support partners:

- Consumer engagement and advertising via social media such as Instagram, YouTube, Facebook, TikTok and Pinterest.
- Point of Purchase Suite available from Orora Visual or key brand partners
- Industry promotion at major shows including new variety showcases, magazines, and digital newsletters
- Focus groups and market research
- Influencer marketing
- Point of purchase display materials available from Orora Visual or key brand partners

Custom partner support at wholesale and retail level

We are happy to support your Bloomin' Easy sales and marketing directly or through your Bloomin' Easy supplier. If you have ideas or requests, don't hesitate to reach out to your account manager or to kevin@bloomineasyplants.com.

Can I get a license to propagate?

A limited number of propagation licenses are being granted. If you are interested, please talk to your Partner Support Representative.

PRIMARY COLLECTION	SIZE		ZONE	SUN EXPOSURE			VALUED TRAITS				
	HEIGHT	WIDTH	USDA ZONE	FULL SUN	PART SUN	SHADE	ATTRACTS POLLINATORS	DEER RESISTANT	EVERGREEN	REBLOOMING	HEAT TOLERANT
Buddleia Birthday Cake™	4-5ft	2-3ft	5-9	●			●	●		●	●
Buddleia Blueberry Pie™	2-3ft	2-3ft	5-9	●			●	●		●	●
Caryopteris Beekeeper™	2-3ft	2-3ft	5-9	●	●		●	●		●	●
Diervilla Firefly®	2-3ft	2-3ft	3-8	●			●	●			●
Diervilla Nightglow®	2-3ft	2-3ft	3-8	●			●	●			●
Hydrangea mac. Cherry-Go-Round™	2-3ft	2-3ft	5-9		●					●	●
Hydrangea mac. Frill Ride™	2-3ft	2-3ft	5-9		●					●	●
Hydrangea mac. Grin and Tonic™	2-3ft	2-3ft	5-9		●					●	●
Hydrangea mac. Kimono™	2-3ft	2-3ft	7-9		●					●	●
Hydrangea mac. Starfield™	2-3ft	2-3ft	5-9		●					●	●
Hydrangea mac. Tilt-A-Swirl®	3-4ft	3-4ft	5-9		●						●
Hydrangea pan. Candelabra®	4-6ft	4-6ft	3-8	●	●		●				●
Hydrangea pan. Dragon Baby™	2-3ft	2-3ft	3-8	●	●		●				●
Hydrangea pan. Flare®	2-3ft	2-3ft	3-8	●	●		●				●
Hydrangea pan. Moonrock®	4-6ft	4-6ft	3-8	●	●		●				●
Hydrangea pan. Torch™	4-5ft	4-5ft	3-8	●	●		●				●
Hydrangea que. Toy Soldier™	4-5ft	4-5ft	5-9	●	●		●				●
Hydrangea ser. Pink Dynamo™	2-3ft	2-3ft	5-9		●		●			●	●
Lonicera nit. Thunderbolt®	3-4ft	3-4ft	5-9		●		●	●	●		●
Physocarpus Calico Kitty™	4-5ft	3-4ft	3-7	●			●				
Physocarpus Savannah Sunset™	4-5ft	3-4ft	3-7	●			●				
Physocarpus Panther®	4-5ft	3-4ft	3-9	●			●				
Potentilla Bella Bellissima®	2-3ft	2-3ft	2-6	●			●	●		●	
Potentilla Bella Bianca®	1-2ft	1-2ft	2-7	●			●	●		●	
Potentilla Bella Sol®	2-3ft	2-3ft	2-6	●			●	●		●	
Rosa Cinnamon Hearts™	2-3ft	2-3ft	3-9	●			●			●	●
Rosa Gumball Goody™	2-3ft	2-3ft	3-9	●			●			●	●
Rosa Peach Lemonade™	2-3ft	2-3ft	3-9	●			●			●	●
Sorbaria Cherry On Top™	4-5ft	4-5ft	2-10	●	●		●	●			●
Spiraea Pineapple Poprocks®	2-3ft	2-3ft	3-8	●			●	●			●
Spiraea Poprocks® Petite	2-3ft	2-3ft	3-8	●			●	●			●
Spiraea Rainbow Fizz™	3-4ft	3-4ft	3-8	●			●	●			●
Symphoricarpos Pink Posy™	2-3ft	3ft	3-7	●			●	●			
Symphoricarpos Pinky Promise™	2-3ft	3ft	3-7	●			●	●			
Syringa Pearl Potion™	4-5ft	5-7ft	3-7	●			●	●			
Thuja occ. Private Jet™	15-20ft	4-5ft	3-7	●	●				●		
Weigela Afterglow™	3-4ft	3-4ft	4-7	●			●	●			
Weigela Crimson Kisses®	3-4ft	3-4ft	4-7	●			●	●		●	
Weigela Electric Love®	1-2ft	2-3ft	4-7	●			●	●		●	
Weigela Maroon Swoon®	4-5ft	4-5ft	4-7	●	●		●	●			
Weigela Peach Kisses™	3ft	3ft	4-7	●	●		●	●		●	
Weigela Strobe®	3ft	3ft	4-7	●			●	●			
Weigela Stunner®	3-4ft	3-4ft	4-7	●			●	●			
Weigela Tuxedo™	4-5ft	4-5ft	4-7	●			●	●			

	SIZE		ZONE	SUN EXPOSURE			VALUED TRAITS				
SOUTHERN COLLECTION	HEIGHT	WIDTH	USDA ZONE	FULL SUN	PART SUN	SHADE	ATTRACTS POLLINATORS	DEER RESISTANT	EVERGREEN	REBLOOMING	HEAT TOLERANT
Abelia Mango Twist™	2ft	4-5ft	6-9	●			●	●	●		●
Azalea Ever After™ Blush	2-3ft	3-4ft	6-9	●	●		●		●	●	●
Azalea Ever After™ Pink	2-3ft	3-4ft	6-9	●	●		●		●	●	●
Azalea Ever After™ Ruby	3-4ft	3-4ft	6-9	●	●		●		●	●	●
Camellia Royal Flush™ ShiShi	4-5ft	4-5ft	7-9	●	●	●	●		●		●
Distylium Little Champ™	1-2ft	2-3ft	7-9	●	●		●	●	●		●
Gardenia Daisy Duke™	2ft	2-3ft	6-9	●	●		●	●	●	●	●
Ilex Great Neighbor™	8-12ft	6-8ft	6-9	●	●		●	●	●		●
Lagerstroemia Princess Holly Anne™	4ft	4ft	6-9	●			●	●		●	●
Lagerstroemia Princess Kylie™	4-5ft	4-5ft	6-9	●			●	●		●	●
Lagerstroemia Princess Lyla™	2ft	2-3ft	6-9	●			●	●		●	●
Lagerstroemia Princess Zoey™	4-5ft	3ft	6-9	●			●	●		●	●
Loropetalum Plum Gorgeous™	3-4ft	4-5ft	7-9	●	●		●	●	●	●	●

	SIZE		ZONE	SUN EXPOSURE			VALUED TRAITS				
PERENNIAL COLLECTION	HEIGHT	WIDTH	USDA ZONE	FULL SUN	PART SUN	SHADE	ATTRACTS POLLINATORS	DEER RESISTANT	EVERGREEN	REBLOOMING	HEAT TOLERANT
Achillea Milly Rock™ Rose	10-12in	10-12in	4-9	●			●	●		●	●
Armeria Dreameria® Sweet Dreams	10-12in	10-12in	5-9	●			●	●		●	●
Astilbe You and Me Always®	18-24in	18in	3-8	●	●		●	●		●	
Astilbe You and Me Forever®	18-24in	18in	3-8	●	●		●	●		●	
Astilbe You and Me Together®	18-24in	18in	3-8	●	●		●	●		●	
Coreopsis Solanna™ Golden Sphere	8in	10-12in	5-9	●			●	●		●	●
Dianthus Delilah™ Bicolor Purple	10in	14in	4-9	●	●		●	●		●	●
Echinacea Panama™ Red	12-14in	14-16in	5-9	●			●	●		●	●
Heuchera Paris	10in	14in	4-9	●	●	●	●	●		●	
Heuchera Shanghai	10in	12in	4-9	●	●	●	●	●		●	
Lavandula SuperBlue	10-12in	10-12in	5-8	●			●	●			●
Lithodora Tidepool™ Sky Blue	6-10in	12-24in	5-9	●	●		●	●		●	●
Nepeta SylvesterBlue™	12-14in	24-30in	4-8	●			●	●		●	●
Phlox Ka-Pow® Pink	16-18in	14-16in	4-9	●			●	●		●	
Salvia Blue by You	20-22in	20-22in	4-9	●			●	●		●	●
Veronica Moody Blues® Sky Blue	12-14in	12-14in	4-9	●			●	●		●	●
Veronica Seaside	20-24in	20in	3-8	●			●	●		●	●



PINEAPPLE POPROCKS®

By bloomin' easy

Bright lemon yellow foliage pops with vibrant pink flowers in summer and becomes bright red in fall for a fun multi-season show. Naturally compact and tidy, Pineapple Poprocks®, stays looking fresh longer than market competitors.

2-3ft tall x wide • Zones 3-8 • Full sun



Spiraea japonica 'Golden Select' USPPAF, CPBRAJ



GRIN & TONIC™

By bloomin' easy

Elegant yet strong—you'll want to sip on this beauty all season long! Like a favorite summertime drink, **Grin and Tonic™** Reblooming Hydrangea is bright and lively. The blooms emerge lime green and mature to a refreshing bright white with improved sun tolerance.

2-3ft tall x wide • Zones 5-9 • Part sun

Hydrangea macrophylla 'Hokomagrito' USPPAF, CPBRA

