

bloomin' easy

Brand Guide 2027 | bloomineasyplants.com

*The Plant Brand for
Young Homeowners*

**bloomin'
easy**
PLANT, WATER, RELAX.®

Discover why
Solar Sisters™
is stealing the
spotlight—Page 8

Meet Your Bloomin' Easy Support Team



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Bloomin' Easy's Trusted Input Supplier Network

INPUT SUPPLIER	SPECIALTY	LOCATION	CONTACT
Van Belle Youngplants	Renowned jumbo shrub & perennial liners	Abbotsford, British Columbia Ships North America-wide	youngplants@vanbelle.com (888) 826-2355 vanbelle.com/growers
Transplant Nursery	Specialists in Southern & heat-tolerant varieties	Lavonia, Georgia Ships North America-wide	transplantsnursery@gmail.com (706) 356-8947 transplantnursery.com
Pioneer Gardens	Perennial experts, bare root and rooted liners	Deerfield, Massachusetts Ships North America-wide	info@pioneergardens.com (413) 773-5360 pioneergardens.com
Golden Villa Gardens	Year-round production of heat-tolerant varieties	Apopka, Florida Ships North America-wide	Matt Gold mattg@goldenvillagardens.com (503) 997-8512 goldenvillagardens.com
Robinson Nursery	Leader in tree form flowering shrubs	McMinnville, Oregon Ships North America-wide	Josh Robinson josh@robinsonnursery.com (503) 835-4533 robinsonnursery.com
Poplar Ridge	Grass and sedge liner experts	Montross, Virginia Ships across Eastern US weekly and elsewhere upon request	Kristy Packett kcpackett@vabb.com (804) 333-6433 poplarridgenursery.com
Creekside Greenhouses	Leader in pre-finished & dormant Hydrangeas	Surrey, British Columbia Ships North America-wide	Matt Koole arie@creeksidegreenhouses.ca (905) 562-4126 creeksidegreenhouses.ca
Pacific Plug & Liner	Leader in perennial liners	Watsonville, California Ships North America-wide	information@ppandl.net (831) 722-1306 ppandl.com

Be INSPIRED



At Bloomin' Easy, our mission is to make gardening easier and more inviting for the young homeowners and emerging gardeners who are key to our industry's continued growth. We do this through meeting them where they are—in the digital spaces where they already hang out—and by encouraging the trend of getting back to nature.

That's why we invest heavily in our digital support tools, and in bringing the best, new and improved plants to the market.

We're thrilled to introduce the new and improved version of our AI-powered green thumb, Miss Digs. She's a Bloomin' Easy expert, and can answer questions and diagnose plant problems at any time of day or night. We're also expanding our innovative Augmented Reality (AR) tool.

Now, instead of just visualizing a single shrub, young homeowners can drop multiple plants into their outdoor space to design and envision their entire dream garden. These tools, including our signature automatic Care Reminders, are all available in our industry leading Bloomin' Easy Care+ app.

Our digital tools make it easier for emerging gardeners to have success with plants, but the foundation of the Bloomin' Easy experience is the improved genetics. High performing plants make it easier for growers to ship top tier product to retailers, and for consumers to enjoy the thrill and satisfaction of a beautiful outdoor space.

We continue to expand our perennial and shrub collections by carefully curating a select group of new, award winning introductions each year. In this issue you'll find a special highlight on the multi-award winning Rudbeckia Solar Sisters. It's a perfect example of a plant that performs well for growers and young homeowners, and it's a true star that adds something new and fresh to the market.

Whether you're a grower, a retailer, a breeder or an industry storyteller, we value the part you play in making Bloomin' Easy a success. We're passionate about partnership and aim to make your experience exceptional. We invite you to take advantage of our Industry Pro website, which gives you 24/7 access to Bloomin' Easy media and marketing assets, and to the suite of PoP materials.

Thank you for being a vital part of Bloomin' Easy's expanding story—let's keep partnering to bring gardening success and joy to young homeowners and emerging gardeners everywhere!

DeVonne Friesen

President, Bloomin' Easy Plants, Inc.

contents

Consumer Focus	2	New Varieties	9
Why Bloomin' Easy	4	Shrubs	15
Industry Pro Tools	6	Perennials	32
Retail Locations	7	FAQs	42
Solar Sisters™	8	Cheat Sheets	43

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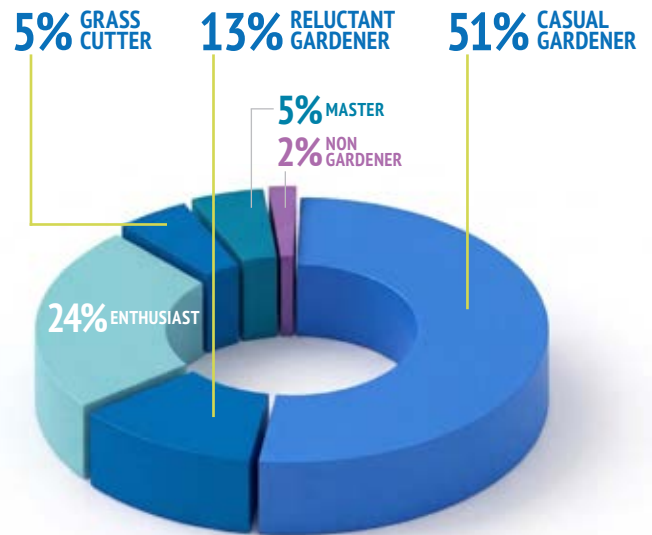
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**PUBLISHED JUNE 2026
PRINTED IN CANADA**

BE Strategic

THE 69%* OPPORTUNITY
We Focus On Making Gardening
Easy and Inviting for those who
identify as “Casual”, “Reluctant”
or “Grass-Cutter” gardeners.

** National Gardening Survey, 2025 Edition*



OUR TARGETED FOCUS

The Casual Gardener

Enjoys creating a beautiful outdoor space with some effort. We make it easy for them to achieve the look they want—and casually work toward—with our curated selection of premium varieties and support tools.



The Grass-Cutter Gardener

Appreciates an attractive outdoor space, but is not interested in maintenance beyond mowing the lawn. We provide them with the ultimate Plant, Water, Relax® solution.

The Reluctant Gardener

Doesn't identify as a “gardener” and considers other interests much more important. We remove the intimidation and guesswork so they can skip the stress and succeed with confidence.



PRIMARY TARGET:

Young Homeowners

Their Motivation:

Eager to invest in their outdoor spaces for relaxation, better patio views, and increased property value.

Their Hesitation:

Held back by the fear of failure and the risk of wasting money.



SECONDARY TARGET:

Gardening Enthusiasts

Their Motivation:

Serious green thumbs seek out Bloomin' Easy to satisfy their craving for the latest & greatest varieties.

Bonus:

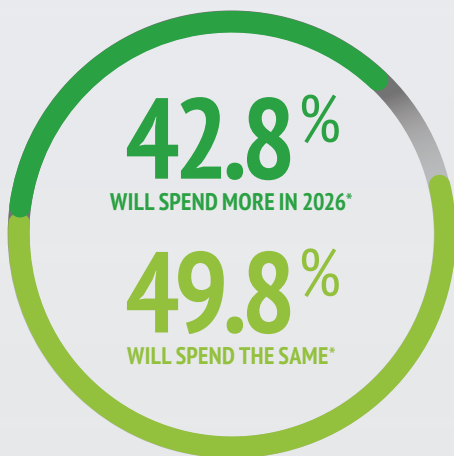
Experts appreciate saving time and effort too!

2026 CONSUMER GARDENING OUTLOOK*

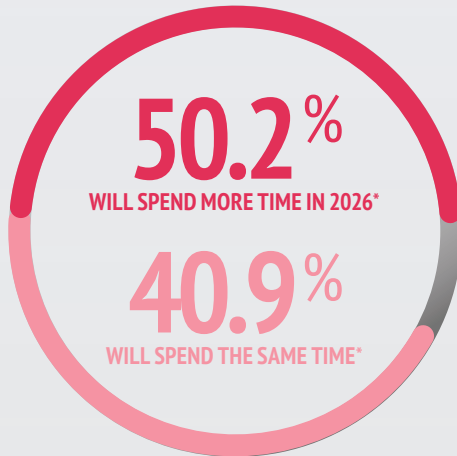
Good News—Consumers plan to connect MORE with gardening in 2026. Spending is rising and most consumers are willing to seek out the specific varieties that excite them.



MONEY SPENT GARDENING



TIME SPENT GARDENING



WILLINGNESS TO DRIVE



* Axiom 2026 Annual New and Novice Gardener Survey

Why Bloomin' Easy®

Performance Without The Compromise

At Bloomin' Easy, "new" is just the starting point. We maintain a rigorous selection process, partnering with world-class breeders to bring only top-tier genetics to North America. By hand-picking the best of the best, we offer a superior experience for every hand our plants touch—from the greenhouse to the garden.



**Bloomin' Easy®
DNA**

LOW-MAINTENANCE

COMPACT

DISEASE-RESISTANT

EXTENDED FLOWERING



Expertly Grown and Tested for Your Success

Every variety in the Bloomin' Easy® collection is chosen to be a standout—the kind of plant that doesn't just fill a space, but defines it.

We take performance seriously, trialing extensively at our home base in Abbotsford, BC, and with 30 partners across North America. We understand no two climates are the same, which is why we provide honest, transparent guidance on how our plants perform in your region.

We've all experienced the frustration of poor performing varieties. That's why we remain relentlessly committed to offering only exceptional, high-performing varieties.

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



Unique Care Support for Young Homeowners



Get Expert Plant Care Tips from Miss Digs (AI)

Miss Digs, our newly enhanced AI gardening expert, is here to simplify care for the modern homeowner. Miss Digs goes far beyond basic plant matching and problem-solving for pests and soil health. This upgraded experience now allows you to easily snap and upload a photo of your plant for instant, AI-powered diagnosis or guidance. Even better, she's fully integrated with voice support, making interaction effortless and hands-free.

Scan now to get expert advice from Miss Digs!



Design with Bloomin' Easy in AR!

We've taken our Augmented Reality (AR) technology to the next level. Now, anyone from consumers to landscape designers can use our new and improved AR experience to visualize complete layouts at home or at the job site. Mix, match and swap easily to find the right combinations for each space. After settling on the perfect look, easily download your shopping or spec list to move to the next phase of your project journey. Download the BE App now and try it for yourself! →

Get Care Reminders

for your Bloomin' Easy plants each season
Download the BE Care+



MAKING IT EASY FOR PARTNERS TO SUCCEED

BE Empowered

Bloomin' Easy's Industry Pro Tools portal gives you and your team easy 24/7 access to the assets you need to plan, market, sell effectively.

Request your access to the Industry Pro Tools



or visit bloomineasyplants.com/signup



1 Download High Resolution Photos



2 Download Sales Materials



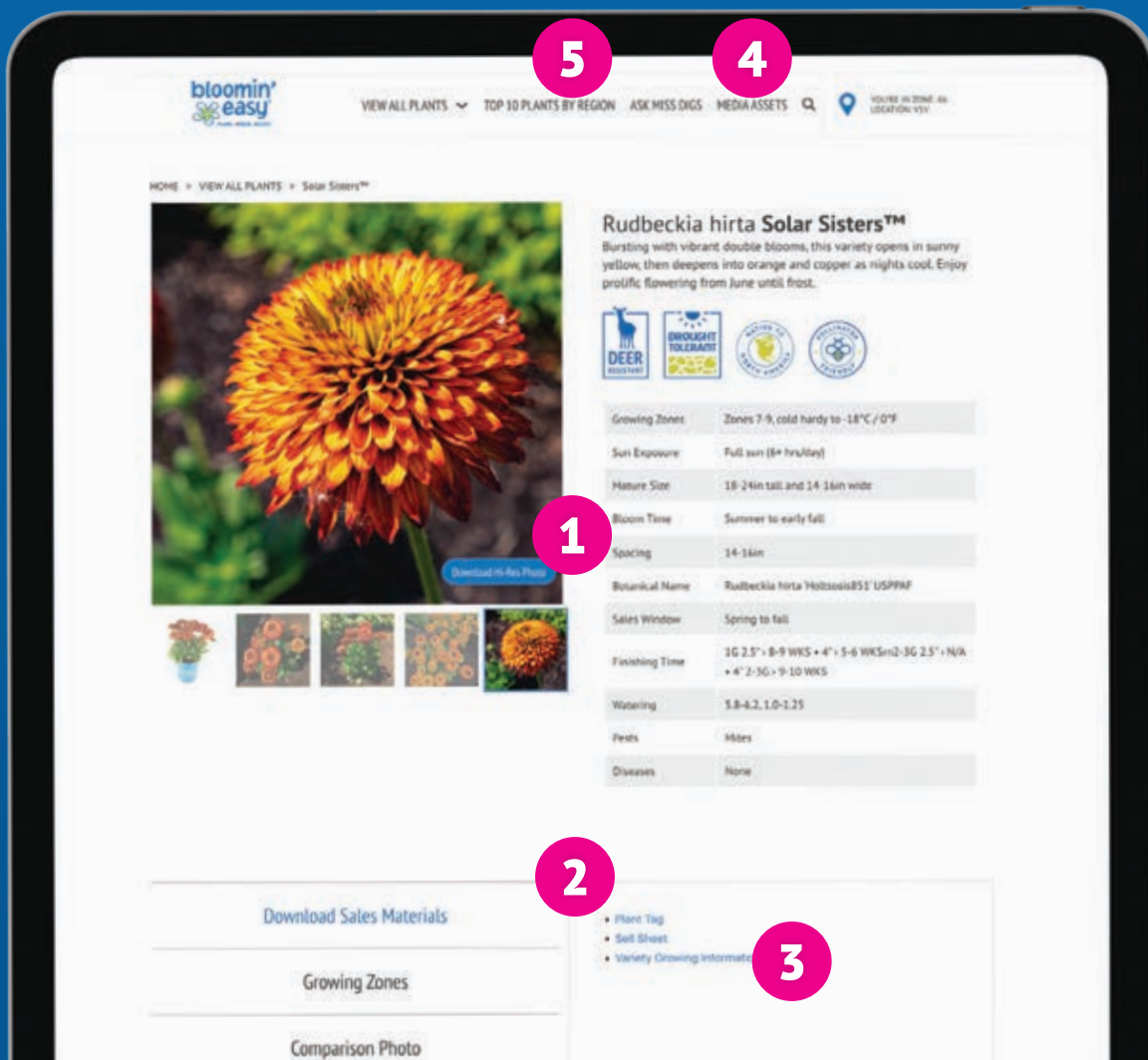
3 Get Growing Information



4 Access the Media Assets Library



5 Top 10 Plants by Region Tool



5

4

1

2

3



Photo courtesy of Canadian Tire in St. Albert, Alberta, Canada

DRIVING YOUNG HOMEOWNERS TO RETAIL PARTNERS

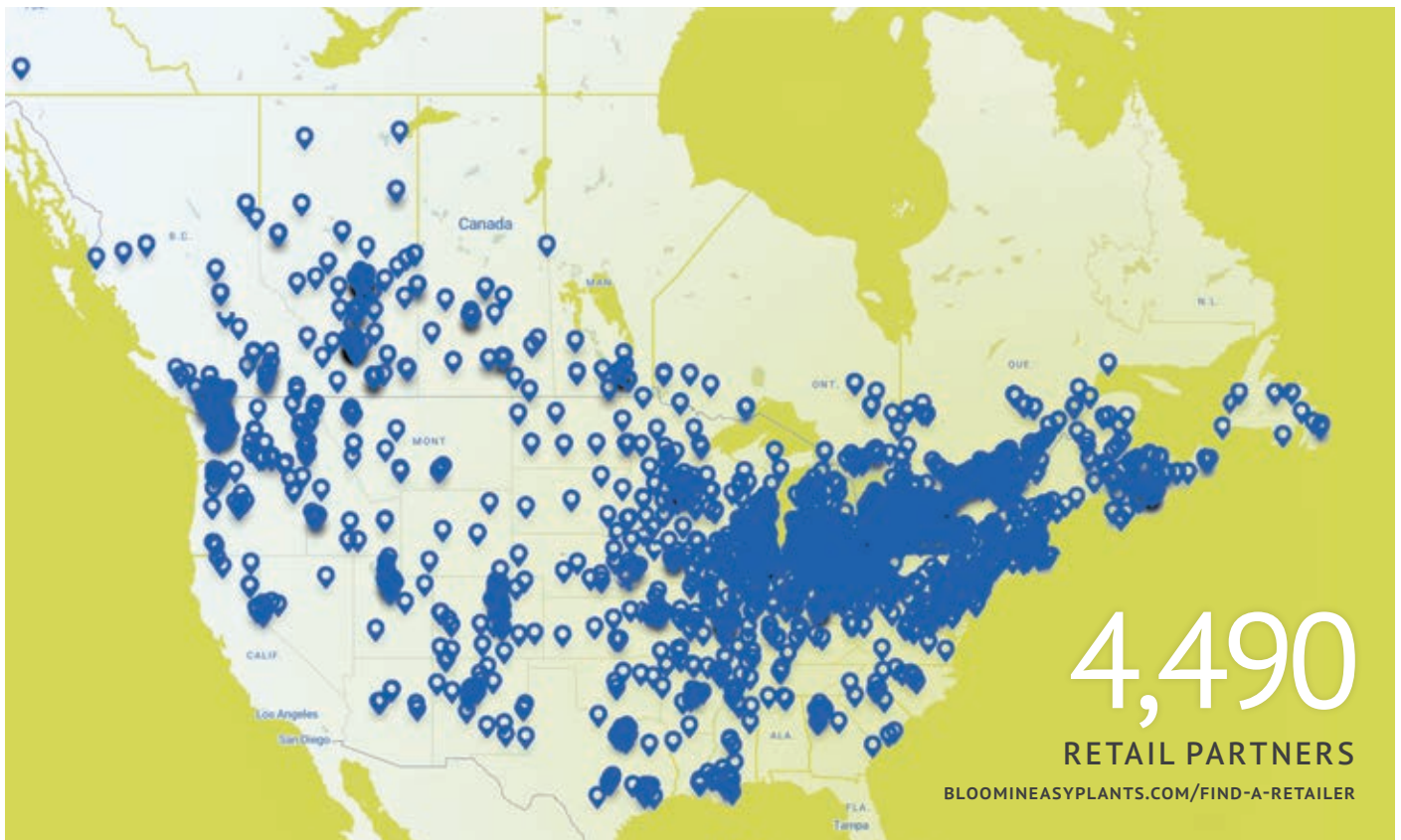
BE *Connected*

Offer Bloomin' Easy at Your Store

Join our premier network of physical and online garden centers. Contact your finished plant supplier for availability, or refer to the inside front cover for young plant supplier details.

Are You on the Map?

Be sure your store is visible to thousands of potential customers. To be added to our interactive 'Find A Retailer' map at bloomineasyplants.com, simply email us at help@bloomineasyplants.com.



BE Radiant

Solar Sisters Steals the Show



We can't always predict how people will react to a new variety. But when Solar Sisters™ Rudbeckia debuted at Cultivate '25, it didn't just turn heads—it stopped people in their tracks. We lost count of how many times we heard, “WHAT IS THAT?!”

We've lived with this plant for years in our Bloomin' Easy trials, watching its sunset tones of orange and yellow play against the warm key-lime green in the buds, stems and foliage. It truly is a breeder's work of art. Seeing that “spark” of instant connection in a consumer's eyes reminds us why we do this.

It's not your typical Rudbeckia. With bold, double blooms that look more like a Chrysanthemum, it creates a compact, consistent, flowerful display. The judges at the Garden Center Group agreed, honoring it with a Retailer's Choice Award. From there, the “summer tour” only got better. At the University of Georgia Trial Gardens, Solar Sisters managed a rare feat: securing the Industry's Choice and People's Choice award.

Our mission at Bloomin' Easy has always been to make gardening easier and more inviting. It only takes one special

plant to ignite a lifelong passion for gardening. Solar Sisters is just the latest example of how our approach to curating a truly special collection delivers on our mission to inspire and invite newcomers to our joyful, beautiful world of artful plants. This season, we'd love for you to experience Solar Sisters for yourself. Grab a sample from your grower, put it on your bench, and let us know if it steals your heart the way it has for so many.



Solar Sisters™ was awarded the Retailer's Choice Award during Cultivate '25 in Columbus, Ohio



2027 *New Varieties*



Firestar™
LEUCOTHOE

Leucothoe x 'RANT01' USPP31897, CPBR6882

Bright red new growth and stable green with white variegation on a compact, tidy form.

- Part sun to shade
- Zones 5-8
- 2-3ft tall and wide
- Mounding form
- White flowers in spring



Milky Way™
PHILADELPHUS

Philadelphus x 'ORSTPHILx2' USPPAF CPBRA

Compact, upright habit with heavy late-spring bloom; intensely fragrant, pollinator-friendly, and easy-care.

- Full sun
- Zones 4-8
- 4-5ft tall and wide
- Upright form
- White flowers in late spring to summer



Sugar High™

SPIRAEA

Spiraea japonica 'JW1' USPPAF, CPBRAE

A buzzing display of candy-pink blooms and lush green foliage, fueled by vigorous growth in a naturally tidy, mid-sized form.

- Full sun
- Zones 3-8
- 2-3 ft tall and wide
- Mounding form
- Pink flowers in spring through autumn



Forever Young™

THUJA

Thuja occidentalis 'Schnup11' USPPAF, CPBRAE

Soft green evergreen with year-round color; versatile, low-maintenance, and ideal for borders, foundations, or containers.

- Full to part sun
- Zones 3-7
- 3-4ft tall and 2-3ft wide
- Upright form
- Soft green foliage vibrant in every season

Peach Pearl

AGASTACHE

Agastache x 'Peach Pearl' USPPAF

Compact, quick-growing spikes of orange-pink blooms with fragrance and long-season performance from spring to frost.

- Full sun
- Zones 6-10
- 8in tall and 16in wide
- Upright form
- Orange flowers in late spring to summer



Temptress™

DIANTHUS

Dianthus gratianopolitanus 'G18-131' USPPAF

Large bubblegum-pink flowers with extended bloom time; deer resistant and highly attractive to pollinators.

- Full sun
- Zones 5-9
- 6-8in tall and 10in wide
- Mounding form
- Pink flowers in late spring to early autumn



Tempo™

GEUM

Geum x 'Coral' USPPAF

Bright coral-red blooms on a tidy, compact habit; non-floppy, reblooming, and season-long garden performance.

- Full sun
- Zones 5-9
- 12in tall and 10in wide
- Mounding form
- Pink flowers in spring and summer



EXCLUSIVE



Citrus Bliss™

HEMEROCALLIS

Hemerocallis x 'Stellar 1407' USPPAF

Compact, easy-care daylily with repeat waves of apricot-orange blooms; heat-tough and pollinator friendly.

- Full to part sun
- Zones 3-10
- 12-18in tall and 12-14in wide
- Clumping form
- Pink, orange flowers in summer to autumn

EXCLUSIVE



Little Lizzie™

LAVANDULA

Lavandula angustifolia 'arkezie' USPPAF

A landscape delight! Little Lizzie™ is petite and sweet offering light pink-purple flowers through spring and summer.

- Full sun
- Zones 5-8
- 14-18in tall and wide
- Mounding form
- Light purple flowers in late spring to late summer

EXCLUSIVE



En Pointe™

VERONICA

Veronica x 'VERP 172' USPPAF

Tidy, upright habit with continuous spires of periwinkle-blue blooms; compact and low-maintenance for season-long color.

- Full sun
- Zones 4-9
- 12-14in tall and wide
- Upright form
- Blue flowers in summer to autumn



RED NINJA™ HOSTA

Rare by Nature™

Red Ninja™, the world's first truly red hosta, is taking global horticulture by storm. Growers and retailers have an opportunity to be part of one of the most talked about novelties in a generation. A Bloomin' Easy exclusive and rare by nature.



redninja.com



Mango Twist™

ABELIA

Abelia x grandiflora 'RNTOM' PP31041

Eye-catching yellow foliage turns to gold in summer, then to a rich bronze in fall.

- Full sun
- Zones 6-9
- 2ft tall and 4-5ft wide
- White flowers in summer through fall



Ever After™ Blush

AZALEA

Rhododendron x 'RLH2-4P1-5' PP31114

Delicately sweet pink blooms decorate its compact frame from spring through fall.

- Full to part sun
- Zones 6-9
- 2-3ft tall and 3-4ft wide
- Blush pink flowers in spring through fall



Ever After™ Pink

AZALEA

Rhododendron x 'RLH2-3P8-2' PP31116

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

- Full to part sun
- Zones 6-9
- 2-3ft tall and 3-4ft wide
- Rich pink flowers in spring through fall



Ever After™ Ruby

AZALEA

Rhododendron x 'RLH2-2PA1S' PP31115

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

- Full to part sun
- Zones 6-9
- 3-4ft tall and wide
- Red flowers in spring through fall

Birthday Cake®

BUDDLEIA

Buddleia x 'PODARASNGA 3-30' USPPAF, CPBRA

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

- Full sun
- Zones 5-9
- 4-5ft tall and 2-3ft wide
- Pink flowers in summer through fall



Blueberry Pie®

BUDDLEIA

Buddleia x 'PODARASNGA 9-15' USPPAF, CPBRA

This new and improved butterfly bush is compact, stunning and oh-so-easy to grow!

- Full sun
- Zones 5-9
- 2-3ft tall and wide
- Blue/purple flowers in summer through fall



Royal Flush™ ShiShi

CAMELLIA

Camellia x 'GNC-CAM1' PP30916

Rosy pink semi-double flowers follow gorgeous spring variegation.

- Part sun to shade
- Zones 7-9
- 4-5ft tall and wide
- Pink flowers in fall through winter



Beekeeper®

CARYOPTERIS

Caryopteris x clandonensis 'Minigold' USPP33874, CPBRA

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

- Full to part sun
- Zones 5-9
- 2-3ft tall and wide
- Blue flowers in summer through fall





Firefly® DIERVILLA

Diervilla sessilifolia 'Bocofire' USPP33978, CPBRAf

Amazing compact form and vibrant yellow/honey colored foliage to brighten any landscape.

- Full sun
- Zones 3-8
- 2-3ft tall and wide
- Bright yellow flowers in late spring



Nightglow® DIERVILLA

Diervilla splendens 'El Madrigal' USPP28060, CPBR5626

All season dusky red foliage and fantastic form.

- Full sun
- Zones 3-8
- 2-3ft tall and wide
- Yellow flowers in late spring, may rebloom through fall



Little Champ™ DISTYLIUM

Distylium x 'DISmd-26-18' PP34992

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

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



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
- Zones 6-9
- 18-24in tall and 2-3ft wide
- White/yellow flowers in spring

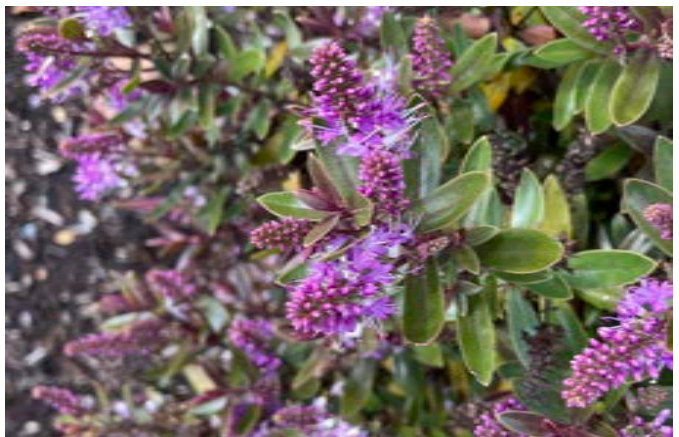
Mauve Marble™

HEBE

Hebe andersonii 'IB 605-2' USPP36248

Tidy caramel foliage decorated with mauve spiked flowers each summer and fall.

- Full sun
- Zones 7-11
- 2-3ft tall and wide
- Purple flowers in summer through fall



Cherry-Go-Round®

HYDRANGEA MAC.

Hydrangea macrophylla 'Hokomaburlac' USPP34379, CPBRAAF

Continuous summer and fall blooms in deep cherry-red—perfect for containers, foundations, and mixed garden beds!

- Part sun
- Zones 5-9
- 2-3ft tall and wide
- Deep red mophead flowers in late spring through summer; Very sturdy stems



Drama Queen™

HYDRANGEA MAC.

Hydrangea macrophylla 'Hokomadraq' USPPAF, CPBRAAF

Dramatic display of reblooming pink or blue flowers without the fuss.

- Part sun
- Zones 5-9
- 2-3ft tall and wide
- Pink or blue flowers from spring to autumn



Frill Ride®

HYDRANGEA MAC.

Hydrangea macrophylla 'Hokomabavi' USPP34276, CPBRAAF

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

- Part sun
- Zones 5-9
- 2-3ft tall and wide
- Rich pink or blue flowers in spring through fall





Grin and Tonic™

HYDRANGEA MAC.

Hydrangea macrophylla 'Hokomagrito' USPP35207, 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.

- Part sun
- Zones 5-9
- 2-3ft tall and wide
- Green and white flowers rebloom in spring through fall



Kimono™

HYDRANGEA MAC.

Hydrangea macrophylla 'Hokomabebos' USPP34143, CPBRA

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

- Part sun
- Zones 5-9
- 2-3ft tall and wide
- Rich two-tone red or blue flowers bloom continuously from spring to fall



Soul Mate™

HYDRANGEA MAC.

Hydrangea macrophylla 'Hokomasoma' USPPAF, CPBRA

Love at first bloom—and every bloom after.

- Part sun
- Zones 5-9
- 2-3ft tall and wide
- Pink flowers in spring to fall



Starfield™

HYDRANGEA MAC.

Hydrangea macrophylla 'Hortmarfarfa' USPP32164

Reblooming gumball pink or blue flowers cover this plant like a field of stars on a perfect night.

- Part sun
- Zones 5-9
- 2-3ft tall and wide
- Star-shaped Japanese style flowers in pink or blue, continuously from spring to fall

Tilt-A-Swirl®

HYDRANGEA MAC.

Hydrangea macrophylla 'QUFU' USPP26426, CPBR5408

Whimsical pink or blue and green bicolor blooms on improved form.

- Part sun
- Zones 5-9
- 3-4ft tall and wide
- Pink or blue and green flowers in late spring through fall



Bouncy™

HYDRANGEA PAN.

Hydrangea paniculata 'Bokomabo' USPPAF, CPBRA

Very sturdy red stems hold large panicle flowers for all to enjoy. As fall approaches, white flowers become a reddish pink for a new season of beauty.

- Full to part sun
- Zones 3-8
- 4-5ft tall and wide
- White and pink flowers in summer to fall



Bubble Bath™

HYDRANGEA PAN.

Hydrangea paniculata 'P19557' USPPAF, CPBRA

Maximum flowerpower on this petite and sturdy star—a full bouquet of creamy lime blooms!

- Full to part sun
- Zones 3-8
- 2-3ft tall and wide
- Lime/cream summer flowers turn light pink to autumn



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
- Zones 3-8
- 4-6ft tall and wide
- Cream, pink and red flowers in early summer through fall





Dragon Baby™

HYDRANGEA PAN.

Hydrangea paniculata 'HYLV17522' USPPAF, CPBRAAF

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
- Zones 3-8
- 2-3ft tall and wide
- Cream, lime and pink flowers in early summer through fall



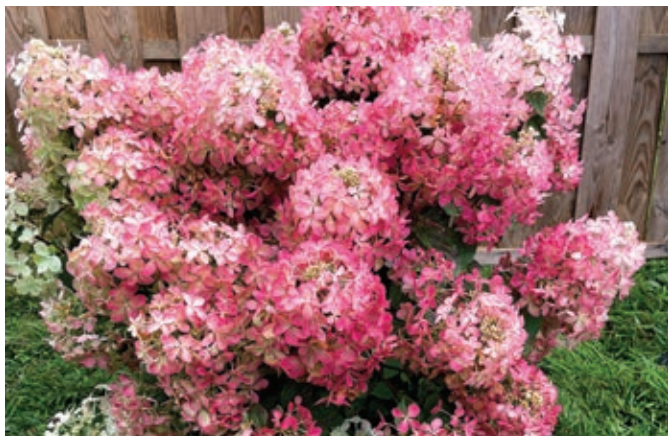
Flare™

HYDRANGEA PAN.

Hydrangea paniculata 'Kolmavesu' USPP26928, CPBR6047

Compact with a beautiful open panicle that turns pink in late summer and red in the fall.

- Full to part sun
- Zones 3-8
- 2-3ft tall and wide
- Cream, pink and red flowers in early summer through fall



Hot Sauce™

HYDRANGEA PAN.

Hydrangea paniculata 'COUSTAR02' USPP34546, CPBRAAF

This firecracker turns pink in the South—a rare sight indeed!

- Full to part sun
- Zones 4-9
- 2-3ft tall and wide
- Starts cream and turns pink/red in late summer and autumn



Moonrock®

HYDRANGEA PAN.

Hydrangea paniculata 'Kolmakilima' USPP29853, CPBR5853

Intense lime-green blooms are both funky and elegant.

- Full to part sun
- Zones 3-8
- 4-6ft tall and wide
- Green, cream and pink flowers in early summer through fall

Torch™

HYDRANGEA PAN.

Hydrangea paniculata 'HPOPR018' USPP32972, CPBR6709

Sturdy vase-like form with white open panicles that bloom weeks earlier than others in the category.

- Full to part sun
- Zones 3-8
- 4-6ft tall and wide
- Cream and pink flowers in early summer through fall



Toy Soldier™

HYDRANGEA QUE.

Hydrangea quercifolia 'Bocotoso' USPPAF, CPBRAAF

Raising the bar for oakleaves with a behaved compact habit and clean color-changing foliage.

- Full to part sun
- Zones 5-9
- 4-5ft tall and wide
- Cream and pink flowers in early summer through fall



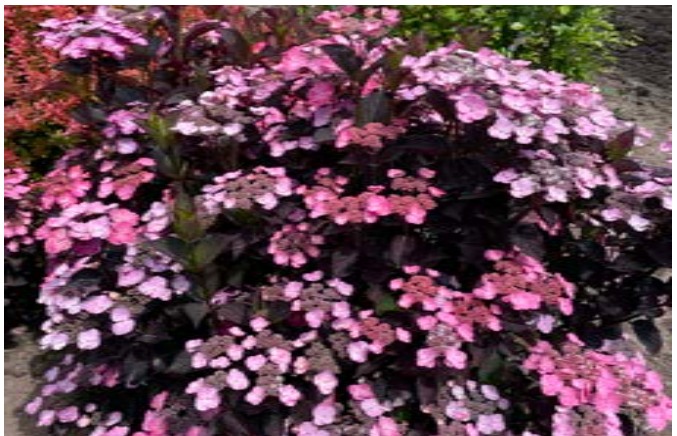
Pink Dynamo™

HYDRANGEA SERRATA

Hydrangea serrata 'JPD01' USPP33412, CPBRAAF

Experience the eye-popping magic of vibrant pink blooms on silky dark foliage like never before.

- Part sun
- Zones 5-9
- 2-3ft tall and wide
- Vibrant pink lacecap blooms smother intensely dark foliage in late spring through fall



Great Neighbor™

ILEX

Ilex x 'EN4' USPPAF

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
- Zones 6-9
- 8-12ft tall and 6-8ft wide
- Pyramidal form





Lucky Marble®

ILEX

Ilex crenata 'Glorie Dwarf' USPP30068, CPBR6656

An excellent alternative to boxwood with tiny glossy leaves and a dense habit that creates a beautiful and tidy low hedge.

- Full to part sun
- Zones 5-9
- 2ft tall and 2-3ft wide
- Glossy green leaves and dense growth



Princess Holly Ann™

LAGERSTROEMIA

Lagerstroemia x 'GA0701' USPPAF

Fall in love with true red blooms from summer through fall.

- Full sun
- Zones 6-9
- 4ft tall and wide
- Red flowers in summer through fall



Princess Kylie™

LAGERSTROEMIA

Lagerstroemia x 'GA0803' USPPAF

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

- Full sun
- Zones 6-9
- 4-5ft tall and wide
- Magenta flowers in summer through fall



Princess Lyla™

LAGERSTROEMIA

Lagerstroemia x 'GA0702' USPPAF

Sweet, rosy pink blooms adorn this petite Crape myrtle.

- Full sun
- Zones 6-9
- 2ft tall and 2-3ft wide
- Pink flowers in summer through fall

Princess Zoey™

LAGERSTROEMIA

Lagerstroemia x 'GA0804' USPPAF

Blooms both red and pink flowers over a compact upright habit. Foliage turns red-purple in the fall.

- Full sun
- Zones 6-9
- 4-5ft tall and 3ft wide
- Red and pink flowers from summer through fall



Thunderbolt®

LONICERA

Lonicera nitida 'Golden Glow' USPP26598

Vibrant chartreuse foliage and a compact, cascading natural form. Can be shaped to taste and used to create a beautiful hedge.

- Part sun
- Zones 5-9
- 3-4ft tall and wide
- White flowers in spring



Plum Gorgeous™

LOROPETALUM

Loropetalum chinense 'Plum Gorgeous'

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

- Full to part sun
- Zones 7-9
- 3-4ft tall and 4-5ft wide
- Pink flowers in spring through fall



Calico Kitty™

PHYSOCARPUS

Physocarpus opulifolius 'AuntieB' USPP35794, CPBRAAF

Compact form dressed with foliage that changes from bright amber to honey to wine red.

- Full sun
- Zones 3-7
- 4-5ft tall and 3-4ft wide
- Pink flowers in late spring





Cougar Cub™

PHYSOCARPUS

Physocarpus opulifolius 'SueCKat' USPP35764, CPBRA

Bright yellow foliage loaded with small white flowers each spring. Improved form and stem hardiness.

- Full sun
- Zones 3-7
- 4-5ft tall and 3-4ft wide
- Cream flowers in spring



Panther®

PHYSOCARPUS

Physocarpus opulifolius 'N5' USPP30820, CPBRA

Sleek black foliage and stems provide fierce contrast in the landscape.

- Full sun
- Zones 3-7
- 4-6ft tall and 3-4ft wide
- Pink flowers in late spring



Savannah Sunset™

PHYSOCARPUS

Physocarpus opulifolius 'LP1' USPP34993, CPBRA

The new best-in-class orange Ninebark.

- Full sun
- Zones 3-7
- 4-5ft tall and 3-4ft wide
- Red and pink flowers in late spring



Bella Bellissima®

POTENTILLA

Potentilla fruticosa 'Hachliss' USPP27715, CPBR5599

Bursting with deep pink blooms on its compact frame.

- Full sun
- Zones 3-6
- 2-3ft tall and wide
- Pink flowers in spring through fall

Bella Bianca®

POTENTILLA

Potentilla fruticosa 'Hachbianca' USPP32545, CPBRA

Pure white flowers cover very compact form.

- Full sun
- Zones 3-7
- 1-2ft tall and wide
- White flowers in spring through fall



Bella Sol®

POTENTILLA

Potentilla fruticosa 'Hachdon' USPP27685, CPBR5598

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

- Full sun
- Zones 3-6
- 2-3ft tall and wide
- Orange flowers in spring through fall



Bloombux® Blush

RHODODENDRON

Rhododendron x 'Microhirs 3' USPP28473

Meet the game-changing blush pink flowering boxwood alternative! Perfect as a low hedge.

- Full to part sun
- Zones 5b-9
- 2ft tall and wide
- Blush pink flowers in spring



Bloombux® Magenta

RHODODENDRON

Rhododendron x 'Microhirs 9' USPP32968, CPBRA

Meet the game-changing magenta pink flowering boxwood alternative! Perfect as a low hedge.

- Full to part sun
- Zones 5b-9
- 2-3ft tall and wide
- Magenta pink flowers in spring





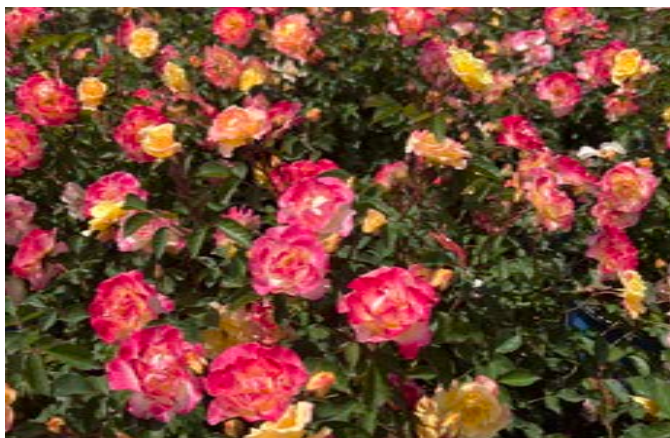
Cinnamon Hearts™

ROSE

Rosa x 'VLR13003' USPPAF, CPBRA

Bred in Canada for its disease resistance and hardiness, this stunning landscape rose delivers sultry double red and pink flowers on a compact frame.

- Full sun
- Zones 3-9
- 2-3ft tall and wide
- Red flowers in spring through fall



Gumball Goody™

ROSE

Rosa x 'VLR12062' USPP36022, CPBRA

Bred in Canada for its disease resistance and hardiness, this stunning landscape rose offers multicolored, double flowering brilliance.

- Full sun
- Zones 3-9
- 2-3ft tall and wide
- Coral pink and lemon yellow flowers in spring through fall



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
- Zones 3-9
- 2-3ft tall and wide
- Yellow, white and bluish pink flowers in spring through fall



Cherry On Top®

SORBARIA

Sorbaria sorbifolia 'Bococot' USPP33639, CPBRA

Dwarf Sorbaria with red seed pods that grant weeks of extra attraction each season. What a treat!

- Full to part sun
- Zones 3-10
- 4-5ft tall and wide
- Cream plume flowers become cherry red for weeks of extended appeal

Pineapple Poprocks®

SPIRAEA

Spiraea japonica 'Golden Jack' USPP36456, CPBRAAF

Bright yellow foliage pops in the landscape, offering improved heat tolerance, density and form without sacrificing its vigor.

- Full sun
- Zones 3-8
- 2-3ft tall and wide
- Pink/purple flowers in spring through fall



Poprocks® Petite

SPIRAEA

Spiraea japonica 'Odessa' USPP28508, CPBR7146

Rich, dense, glossy green foliage and a very compact form suitable for modern landscapes.

- Full sun
- Zones 3-8
- 2ft tall and 3ft wide
- Pink flowers in spring through fall



Rainbow Fizz™

SPIRAEA

Spiraea japonica 'Matgold' USPP28876, CPBR5634

Pops of color-changing foliage and tidy form.

- Full sun
- Zones 3-8
- 3-4ft tall and wide
- Red/pink flowers in spring through fall



Pink Posy™

SYMPHORICARPOS

Symphoricarpos doorenbosii 'Kolmapinpos' USPPAF, CPBRAAF

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

- Full sun
- Zones 3-7
- 3-4ft tall and wide
- Pink ornamental berries in late summer





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
- Zones 3-7
- 3-4ft tall and wide
- Gumball pink ornamental berries in late summer. Great for patio containers



Pearl Potion™

SYRINGA

Syringa meyeri 'JDB123WHITEHOUSE' USPP31664, CPBRA

Compact form and delivers pink buds that open into pearl white, intensely fragrant flowers each spring.

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



Private Jet™

THUJA

Thuja occidentalis 'King of Brabant' USPP29678, CPBR6660

Your jet-fueled passage to a beautiful privacy hedge. Achieve speedy growth up to 24 inches per year!

- Full to part sun
- Zones 3-8
- 15-20ft tall and 4-5ft wide
- Grows up to 24 inches per year



Afterglow®

WEIGELA

Weigela x 'AZ' USPP33254, CPBRA

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

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

Crimson Kisses®

WEIGELA

Weigela x 'Slingco 1' USPP23654, CPBR5266

Compact and tidy with heavily reblooming rich pink flowers.

- Full sun
- Zones 4-7
- 3-4ft tall and wide
- Pink/red flowers in spring, reblooms through fall



Electric Love®

WEIGELA

Weigela x 'ZR1' USPP30065, CPBR6571

Electrifying red bell-flowers pop against dark foliage for a striking contrast. Amazing natural form.

- Full sun
- Zones 4-7
- 1-2ft tall and 2-3ft wide
- Red flowers in spring



Maroon Swoon®

WEIGELA

Weigela x 'Slingco 2' USPP26841, CPBR5267

Strikingly rich maroon blooms will have you swooning.

- Full to part sun
- Zones 4-7
- 4-5ft tall and wide
- Maroon flowers in spring, chance of rebloom



Peach Kisses™

WEIGELA

Weigela x 'Slingpink' USPP29149, CPBR6657

Warm and fuzzy feelings explode from this adorable new and improved rebloomer that's loaded with peachy pink flowers in late spring through fall.

- Full sun
- Zones 4-7
- 2ft tall and wide
- Peach/pink flowers in spring through fall





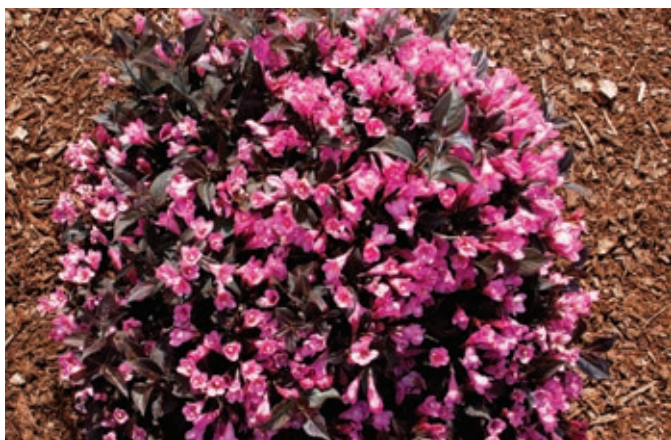
Strobe®

WEIGELA

Weigela x 'WOF/R' USPP30866, CPBR6538

Incredible form with glossy, color changing foliage covered with bright pink flowers in late spring.

- Full sun
- Zones 4-7
- 3ft tall and wide
- Pink flowers in spring



Stunner®

WEIGELA

Weigela x 'Spring 2' USPP30185, CPBR6570

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

- Full sun
- Zones 4-7
- 3-4ft tall and wide
- Pink flowers in spring



Tuxedo™

WEIGELA

Weigela x 'Velda' USPP26842, CPBR5268

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

- Full sun
- Zones 4-7
- 4-5ft tall and wide
- White flowers in spring



Watermelon Kisses™

WEIGELA

Weigela x 'JS4' USPPAF, CPBRAAF

Reblooming watermelon pink flowers against rich green foliage.

- Full sun
- Zones 4-7
- 3-4ft tall and wide
- Vibrant pink flowers in spring through autumn



PERENNIAL *Collection*



Milly Rock™ Rose

ACHILLEA

Achillea millefolium 'FLORACHRO1' USPP31620

Improved compact, sturdy habit.

- Full sun
- Zones 4-9
- 10-12in tall and wide
- Pink flowers in late spring to fall



Pink Pearl

AGASTACHE

Agastache x 'Pink Pearl' USPPAF

Two-toned pink blooms with fragrant foliage attract hummingbirds all season.

- Full sun
- Zones 6-10
- 8in tall and 16in wide
- Pink flowers in late spring to summer



Red October

ANDROPOGON

Andropogon gerardii 'Red October' USPP26283

This drought tolerant native turns heads each fall with its intense shades of red.

- Full sun
- Zones 3-8
- 4-6ft tall and 2-3ft wide
- Foliage starts green then turns red in autumn



Dreameria® Sweet Dreams

ARMERIA

Armeria pseudarmeria 'Sweet Dreams' USPP29612

Breeder's breakthrough offers frost to frost flowering on a tidy form.

- Full sun
- Zones 5-9
- 10-12in tall and wide
- Lavender-mauve flowers in early spring to late fall

You and Me Always®

ASTILBE

Astilbe chinensis 'Always' USPP32942

Better bloom power and taller flower spikes.

- Full to part sun
- Zones 3-8
- 18-24in tall and 18in wide
- Pink flowers in spring to summer



You and Me Forever®

ASTILBE

Astilbe chinensis 'Forever' USPP32915

Better bloom power and taller flower spikes.

- Full to part sun
- Zones 3-8
- 18-24in tall and 18in wide
- Red flowers in spring to summer



You and Me Together®

ASTILBE

Astilbe chinensis 'Together' USPP32867

Better bloom power and taller flower spikes.

- Full to part sun
- Zones 3-8
- 18-24in tall and 18in wide
- White flowers in spring to summer



Solanna™ Golden Sphere

COREOPSIS

Coreopsis x 'DCORE016' USPP25241

Compact and absolutely loaded with fluffy, golden-yellow blooms.

- Full sun
- Zones 5-9
- 8in tall and 10-12in wide
- Yellow flowers in spring to fall



EXCLUSIVE



Laser Beam™

DELPHINIUM

Delphinium x 'Holttabea812' USPP36982

Strong stems support full flowers with large florets for an impressive summer display.

- Full sun
- Zones 3-8
- 24-30in tall and 14-16in wide
- Blue flowers in summer

EXCLUSIVE



Glamour Time™

DIANTHUS

Dianthus gratianopolitanus 'G19-159' USPPAF

Turning heads with fragrant, continuously blooming, rich magenta flowers covering cookie-cutter compact form.

- Full sun
- Zones 5-9
- 6-8in tall and 10in wide
- Pink flowers in late spring to early fall



Double Scoop™ Strawberry Deluxe

ECHINACEA

Echinacea x 'Balscawbux' USPPAF

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

- Full sun
- Zones 4-9
- 22-24in tall and 18-20in wide
- Red flowers in summer to early fall



Double Scoop™ Watermelon Deluxe

ECHINACEA

Echinacea x 'Balscanelux' USPPAF

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

- Full sun
- Zones 4-9
- 22-24in tall and 18-20in wide
- Pink flowers in summer to early fall

Vanilla Drip™

ECHINACEA

Echinacea purpurea 'Holtvadri831' USPP18617

This improved Echinacea looks more fresh than the rest with loads of white double flowers atop its tidy form.

- Full sun
- Zones 4-9
- 18-24in tall and 12in wide
- White flowers in summer



Low Rider™

GAILLARDIA

Gaillardia aristata 'Balgailrey113' USPPAF

Dense and compact, loaded with vibrant red-yellow blooms from summer through fall.

- Full sun
- Zones 5-9
- 8-10in tall and 12in wide
- Pink, red, orange flowers in summer to autumn



Paris

HEUCHERA

Heuchera x 'Paris' USPP18881

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

- Full sun to shade
- Zones 4-9
- 10in tall and 14in wide
- Pink flowers in late spring to late summer



Shanghai

HEUCHERA

Heuchera x Shanghai USPP21859

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

- Full to part sun
- Zones 4-9
- 10in tall and 12in wide
- White flowers in late spring to late summer





EXCLUSIVE

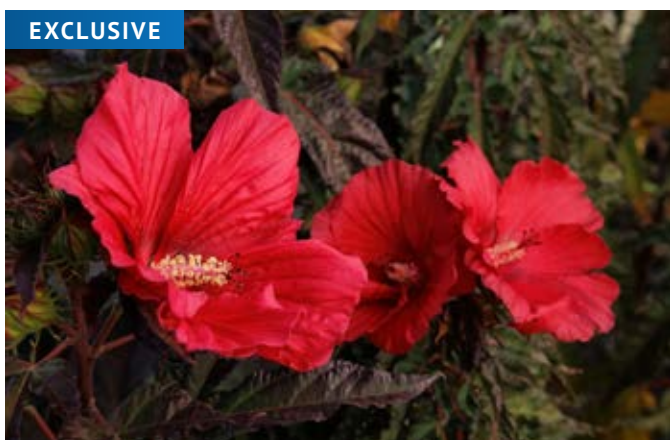
Spice Curls™

HEUCHERA

Heuchera x 'HEUSPI856' USPPAF

Dense, compact and striking silvery purple foliage with red undersides are topped with showy red flowers.

- Full to part sun
- Zones 4-9
- 12-14in tall and 14-16in wide
- Red flowers in spring through summer



EXCLUSIVE

MoonShadow™ Morello

HIBISCUS

Hibiscus moscheutos 'Morello' USPP36673

Bold red blooms emerge weeks earlier against dark foliage; improved compact form.

- Full sun
- Zones 4-9
- 4ft tall and 3ft wide
- Red flowers in summer to autumn



EXCLUSIVE

MoonShadow™ Rosita

HIBISCUS

Hibiscus moscheutos 'Rosita' USPP36750

Blush-pink blooms emerge weeks earlier against dark foliage; improved compact form.

- Full sun
- Zones 4-9
- 4ft tall and 3ft wide
- Pink flowers with red center in summer to autumn



SuperBlue

LAVANDULA

Lavandula angustifolia 'SuperBlue' USPP24929

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

- Full sun
- Zones 5-8
- 10-12in tall and wide
- Blue flowers in late spring to late summer

Ooh La™ LaGrande

LEUCANTHEMUM

Leucanthemum x 'LaGrande' USPPAF

Beautiful white flowers with bright yellow centers cover its tidy habit.

- Full sun
- Zones 4-9
- 18-20in tall and wide
- White and yellow flowers in summer



Tidepool™ Sky Blue

LITHODORA

Lithodora diffusa 'Sky Blue'

Fuller, refined habit and improved flower coverage.

- Full to part sun
- Zones 5-9
- 6-10in tall and 12-24in wide
- Blue flowers in early spring



SylvesterBlue™

NEPETA

Nepeta x *SylvesterBlue* USPP32974

Fuller display with dense branching and loaded with true blue flowers.

- Full sun
- Zones 4-8
- 12-14in tall and 24-30in wide
- Blue flowers in late spring to fall



Ka-Pow® Pink

PHLOX

Phlox paniculata 'Balkapink' USPP30779

Improved branching ensures abundant flower production with cleaner foliage.

- Full sun
- Zones 4-9
- 16-18in tall and 14-16in wide
- Pink flowers in late spring to summer



EXCLUSIVE



Center of Attention™

PHLOX

Phlox paniculata 'Balphlxpin290' USPPAF

Soft pink blooms with bold centers, compact form, disease-resistant foliage.

- Full sun
- Zones 4-9
- 18-24in tall and 14-16in wide
- Pink flowers in late spring to summer

EXCLUSIVE



Confetti Cake™

PHLOX

Phlox paniculata 'Balphlxwip277' USPPAF

Crisp white blooms with pink eyes, compact form, disease-resistant foliage.

- Full sun
- Zones 4-9
- 24-30in tall and 16-18in wide
- White and pink flowers in late spring to summer



Silver Scimitar

PULMONARIA

Pulmonaria x 'Silver Scimitar' USPP35669

Large arching silver-green foliage with wavy edges; vigorous and performs in both shade and full sun.

- Full to part sun
- Zones 4-9
- 8in tall and 22in wide
- Pink and purple flowers in spring



Solar Sisters™

RUDBECKIA

Rudbeckia hirta 'Holtsois851' USPPAF

Loaded with bright double flowers that resemble mums, starting yellow, adding orange and copper as nights cool. Heavy flowering June to frost.

- Full sun
- Zones 7-9
- 18-24in tall and 14-16in wide
- Yellow flowers in summer to early fall

Blue by You

SALVIA

Salvia x 'Blue by You' USPP31033

Very cold hardy with tight form and repeat blooming.

- Full sun
- Zones 4-9
- 20-22in tall and wide
- Blue flowers in spring to fall



Perpetual Purple™

SALVIA

Salvia nemorosa 'Balsalpur154' USPPAF

Rich purple calyx means the color continues for weeks after the petals fall!

- Full sun
- Zones 4-9
- 16-18in tall and wide
- Purple flowers in spring to fall



Little Red Fox

SCHIZACHYRIUM

Schizachyrium scoparium 'Little Red Fox' USPP36738

Petite yet bold, with blue-green foliage that blazes into red, purple, and silver—offering vibrant color year-round and cozy winter shelter for birds.

- Full sun
- Zones 5-8
- 24-30in tall and 24in wide
- Pink flowers in summer



Sandhill

SCHIZACHYRIUM

Schizachyrium scoparium 'Sandhill' USPP36359

Powder-blue blades turn copper-red in fall; drought-tolerant, deer-resistant, and low-maintenance.

- Full sun
- Zones 5-8
- 4ft tall and 2-3ft wide
- Foliage starts green then turns multicolored in summer





EXCLUSIVE

Puff Pastry™ Raspberry

SEDUM

Sedum x 'PPF095' USPP37145

Strong upright form doesn't split and supports raspberry red flowers which age without turning brown.

- Full sun
- Zones 4-9
- 12-14in tall and 14-16in wide
- Red flowers in summer



EXCLUSIVE

Puff Pastry™ White Chocolate

SEDUM

Sedum x 'PPC093' USPP37144

Strong upright form doesn't split and supports creamy white-yellow flowers which age without turning brown.

- Full sun
- Zones 4-9
- 12-14in tall and 14-16in wide
- White and yellow flowers in summer



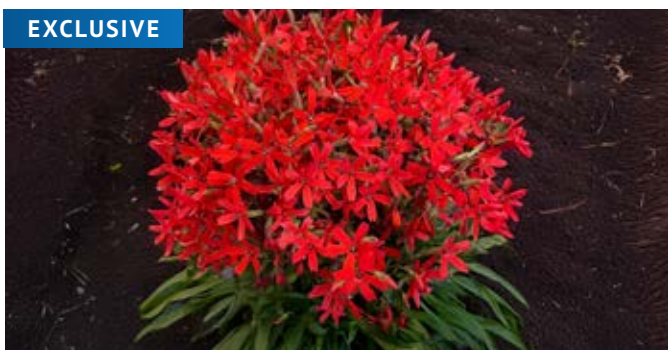
Yellowstone

SEDUM

Sedum sexangulare 'Yellowstone' USPP33174

Lime-green foliage and golden blooms thrive in extreme conditions. A vibrant, deer-resistant groundcover.

- Full sun
- Zones 4-9
- 3-6in tall and 12-24in wide
- Yellow flowers in late spring to summer



EXCLUSIVE

Forged By Fire™

SILENE

Silene virginica 'Sil005' USPP36247

This compact and showy star outshines the rest with deep green foliage loaded with fiery red blooms each spring.

- Full to part sun
- Zones 3-8
- 12-18in tall and 10-12in wide
- Red flowers in spring



Seaside

VERONICA

Veronica x 'Seaside' USPP35686

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

- Full sun
- Zones 3-8
- 20-24in tall and 20in wide
- Blue flowers 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 innovative consumer support tools make success even easier for the majority of consumers that have little experience (and a lot of fear) when it comes to plants. These include our AI chatbot, Miss Digs, Bloomin' Easy Care+ App and integrated Care Reminders with simple how-to videos, and augmented reality experience for our most popular varieties.

And, it makes good sense for your nursery to diversify your offering which reduces risk and maximizes program sales potential in the markets you serve.

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

Where can I buy Bloomin' Easy inputs?

See the inside cover for a full list of Bloomin' Easy inputs suppliers. Bloomin' Easy shrub, perennial and grass inputs are available exclusively from Van Belle Youngplants, Transplant Nursery, Pioneer Gardens, Golden Villa Gardens, Robinson Nursery, Poplar Ridge, Creekside Greenhouses, and Pacific Plug & Liner.

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. Tags are bilingual and available in (American) English/Spanish, or (Canadian) English/French.

Branded pots are required if sold in the following sizes: true one gallon, true two gallon, true three gallon, and five gallon. For Thuja Private Jet™, a branded pot is required only for true one and true two gallon sizes. 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.

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 both industry and end consumer audiences to generate demand for the varieties in our collection and support brand partners:

Industry campaigns—The Brand for Young Homeowners

- Garden center buyer focused sales support
- Participation in and support for trade shows and exclusive events
- Advertising and PR with trade media outlets
- Enhancing retail sales with on demand point of purchase (PoP) display materials available through Veritiv Visual
- Digital catalogs, sales presentations, sell sheets, high-res photography and more available 24/7 at bloomineasyplants.com - sign up now to take advantage of our free sales and marketing resources!

Consumer campaigns—Plant, Water, Relax® and Easy to Grow, Easy to Love™

- Engagement via social media such as Instagram, TikTok, Pinterest and YouTube
- Targeted paid advertising
- Focus groups and marketing research
- Influencer and brand ambassador marketing
- Bloomin' Easy Garden Center Days

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.

2027 SHRUB COLLECTION

SHRUB COLLECTION	SIZE		ZONE	SUN EXPOSURE			VALUED TRAITS					
	HEIGHT	WIDTH	USDA ZONE	FULL SUN	PART SUN	SHADE	ATTRACTS POLLINATORS	DEER RESISTANT	EVERGREEN	REBLOOMING	HEAT TOLERANT	NATIVE TO N.AMERICA
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	●	●		●			●	●	
Buddleia Birthday Cake®	4-5ft	2-3ft	5-9	●			●	●		●	●	
Buddleia Blueberry Pie®	2-3ft	2-3ft	5-9	●			●	●		●	●	
Camellia Royal Flush™ ShiShi	4-5ft	4-5ft	7-9	●	●	●	●				●	
Caryopteris Beekeeper®	2-3ft	2-3ft	5-9	●	●		●	●		●	●	
Diervilla Firefly®	2-3ft	2-3ft	3-8	●			●	●			●	●
Diervilla Nightglow®	2-3ft	2-3ft	3-8	●			●	●			●	●
Distylium Little Champ™	1-2ft	2-3ft	7-9	●	●			●	●		●	
Gardenia Daisy Duke™	2ft	2-3ft	6-9	●	●		●	●			●	
Hebe Mauve Marble™	2-3ft	2-3ft	7-11	●			●	●			●	
Hydrangea mac. Cherry-Go-Round®	2-3ft	2-3ft	5-9		●					●	●	
Hydrangea mac. Drama Queen™	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. Soul Mate™	2-3ft	2-3ft	5-9		●					●	●	
Hydrangea mac. Starfield™	2-3ft	2-3ft	5-9		●					●	●	
Hydrangea mac. Tilt-A-Swirl®	3-4ft	3-4ft	5-9		●						●	
Hydrangea pan. Bouncy™	4-5ft	4-5ft	3-8	●	●		●				●	
Hydrangea pan. Bubble Bath™	2-3ft	2-3ft	3-8	●	●		●				●	
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. Hot Sauce™	2-3ft	2-3ft	4-9	●	●		●				●	
Hydrangea pan. Moonrock®	4-6ft	4-6ft	3-8	●	●		●				●	
Hydrangea pan. Torch™	4-6ft	4-6ft	3-8	●	●		●				●	
Hydrangea que. Toy Soldier™	4-5ft	4-5ft	5-9	●	●		●				●	●
Hydrangea ser. Pink Dynamo™	2-3ft	2-3ft	5-9		●		●			●	●	
Ilex Great Neighbor™	8-12ft	6-8ft	6-9	●	●				●		●	
Ilex Lucky Marble®	2ft	2-3ft	5-9	●	●				●		●	
Lagerstroemia Princess Holly Ann™	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	●			●	●		●	●	
Leucothoe Firestar™	2-3ft	2-3ft	5-8		●	●	●	●				●
Lonicera nit. Thunderbolt®	3-4ft	3-4ft	5-9		●		●	●			●	
Loropetalum Plum Gorgeous™	3-4ft	4-5ft	7-9	●	●		●	●		●	●	
Philadelphus Milky Way™	4-5ft	4-5ft	4-8	●			●	●				●

2027 SHRUB COLLECTION

SHRUB COLLECTION	SIZE		ZONE	SUN EXPOSURE			VALUED TRAITS					
	HEIGHT	WIDTH	USDA ZONE	FULL SUN	PART SUN	SHADE	ATTRACTS POLLINATORS	DEER RESISTANT	EVERGREEN	REBLOOMING	HEAT TOLERANT	NATIVE TO N. AMERICA
Physocarpus Calico Kitty™	4-5ft	3-4ft	3-7	●			●					●
Physocarpus Cougar Cub™	4-5ft	3-4ft	3-7	●			●					●
Physocarpus Panther®	4-6ft	3-4ft	3-7	●			●					●
Physocarpus Savannah Sunset™	4-6ft	3-4ft	3-7	●			●					●
Potentilla Bella Bellissima®	2-3ft	2-3ft	3-6	●			●	●		●		●
Potentilla Bella Bianca®	1-2ft	1-2ft	3-7	●			●	●		●		●
Potentilla Bella Sol®	2-3ft	2-3ft	3-6	●			●	●		●		●
Rhododendron Bloombux® Blush	2ft	2ft	5b-9	●	●		●		●		●	
Rhododendron Bloombux® Magenta	2-3ft	2-3ft	5b-9	●	●		●		●		●	
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	3-10	●	●		●	●			●	
Spiraea Pineapple Poprocks®	2-3ft	2-3ft	3-8	●			●	●		●	●	
Spiraea Poprocks® Petite	2ft	3ft	3-8	●			●	●		●	●	
Spiraea Rainbow Fizz™	3-4ft	3-4ft	3-8	●			●	●		●	●	
Spiraea Sugar High™	2-3ft	2-3ft	3-8	●			●	●		●	●	
Symphoricarpos Pink Posy™	3-4ft	3-4ft	3-7	●			●	●				●
Symphoricarpos Pinky Promise®	3-4ft	3-4ft	3-7	●			●	●				●
Syringa Pearl Potion™	4-5ft	5-7ft	3-7	●			●	●				
Thuja occ. Forever Young™	3-4ft	2-3ft	3-7	●	●				●			●
Thuja occ. Private Jet™	15-20ft	4-5ft	3-8	●	●				●			●
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™	2ft	2ft	4-7	●	●		●	●		●		
Weigela Strobe®	3ft	3ft	4-7	●			●	●				
Weigela Stunner®	3-4ft	3-4ft	4-7	●			●	●				
Weigela Tuxedo™	4-5ft	4-5ft	4-7	●			●	●				
Weigela Watermelon Kisses™	3-4ft	3-4ft	4-7	●			●	●		●		

2027 PERENNIAL COLLECTION

PERENNIAL COLLECTION	SIZE		ZONE	SUN EXPOSURE			VALUED TRAITS				
	HEIGHT	WIDTH	USDA ZONE	FULL SUN	PART SUN	SHADE	ATTRACTS POLLINATORS	DEER RESISTANT	REBLOOMING	HEAT TOLERANT	NATIVE TO N.AMERICA
Achillea Milly Rock™ Rose	10-12in	10-12in	4-9	●			●	●	●	●	●
Agastache Peach Pearl	8in	16in	6-10	●			●	●	●	●	●
Agastache Pink Pearl	8in	16in	6-10	●			●	●	●	●	●
Andropogon Red October	4-6ft	2-3ft	3-8	●			●	●		●	●
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	●			●	●	●	●	●
Delphinium Laser Beam™	24-30in	14-16in	3-8	●			●	●		●	
Dianthus Glamour Time™	6-8in	10in	5-9	●			●	●	●	●	
Dianthus Tempress™	6-8in	10in	5-9	●			●	●	●	●	
Echinacea Double Scoop™ Strawberry Deluxe	22-24in	18-20in	4-9	●			●	●	●	●	●
Echinacea Double Scoop™ Watermelon Deluxe	22-24in	18-20in	4-9	●			●	●	●	●	●
Echinacea Vanilla Drip™	18-24in	12in	4-9	●			●	●	●	●	●
Gaillardia Low Rider™	8-10in	12in	5-9	●			●	●	●	●	●
Geum Tempo™ Coral	12in	10in	5-9	●			●	●	●	●	●
Hemerocallis Citrus Bliss™	12-18in	12-14in	3-10	●	●		●	●	●	●	
Heuchera Paris	10in	14in	4-9	●	●	●	●	●		●	●
Heuchera Shanghai	10in	12in	4-9	●	●		●	●		●	●
Heuchera Spice Curls™	12-14in	14-16in	4-9	●	●		●	●		●	●
Hibiscus MoonShadow™ Morello	4ft	3ft	4-9	●			●		●	●	●
Hibiscus MoonShadow™ Rosita	4ft	3ft	4-9	●			●		●	●	●
Hosta Red Ninja™	8in	15in	3-9		●	●	●			●	
Lavandula Little Lizzie™	14-18in	14-18in	5-8	●			●	●		●	
Lavandula SuperBlue	10-12in	10-12in	5-8	●			●	●		●	
Leucanthemum Ooh La™ LaGrande	18-20in	18-20in	4-9	●			●	●	●	●	
Lithodora Tidepool™ Sky Blue	6-10in	12-24in	5-9	●	●		●	●		●	
Nepeta SylvesterBlue™	12-14in	24-30in	4-8	●			●	●	●	●	
Phlox Center of Attention™	18-24in	14-16in	4-9	●			●	●	●	●	●
Phlox Confetti Cake™	24-30in	16-18in	4-9	●			●	●	●	●	●
Phlox Ka-Pow® Pink	16-18in	14-16in	4-9	●			●	●	●	●	●
Pulmonaria Silver Scimitar	8in	22in	4-9	●	●		●	●		●	
Rudbeckia Solar Sisters™	18-24in	14-16in	7-9	●			●	●	●	●	●
Salvia Blue by You	20-22in	20-22in	4-9	●			●	●		●	
Salvia Perpetual Purple™	16-18in	16-18in	4-9	●			●	●		●	
Schizachyrium Little Red Fox	24-30in	24in	5-8	●			●	●		●	●
Schizachyrium Sandhill	4ft	2-3ft	5-8	●			●	●		●	●
Sedum Puff Pastry™ Raspberry	12-14in	14-16in	4-9	●			●	●		●	
Sedum Puff Pastry™ White Chocolate	12-14in	14-16in	4-9	●			●	●		●	
Sedum Yellowstone	3-6in	12-24in	4-9	●			●	●		●	
Silene Forged By Fire™	12-18in	10-12in	3-8	●	●		●	●	●	●	●
Veronica En Pointe™	12-14in	12-14in	4-9	●			●	●	●	●	
Veronica Seaside	20-24in	20in	3-8	●			●	●	●	●	



Little Lizzie™

Meet your garden's new best friend! Little Lizzie™ is small and sweet with light purple flowers that bloom spring through summer over a tidy, compact frame. Fragrant, deer resistant and drought tolerant once established.

18-24in tall x 14-16in wide • Zones 7-9 • Full sun

Lavandula angustifolia 'arkezie' USPPAF



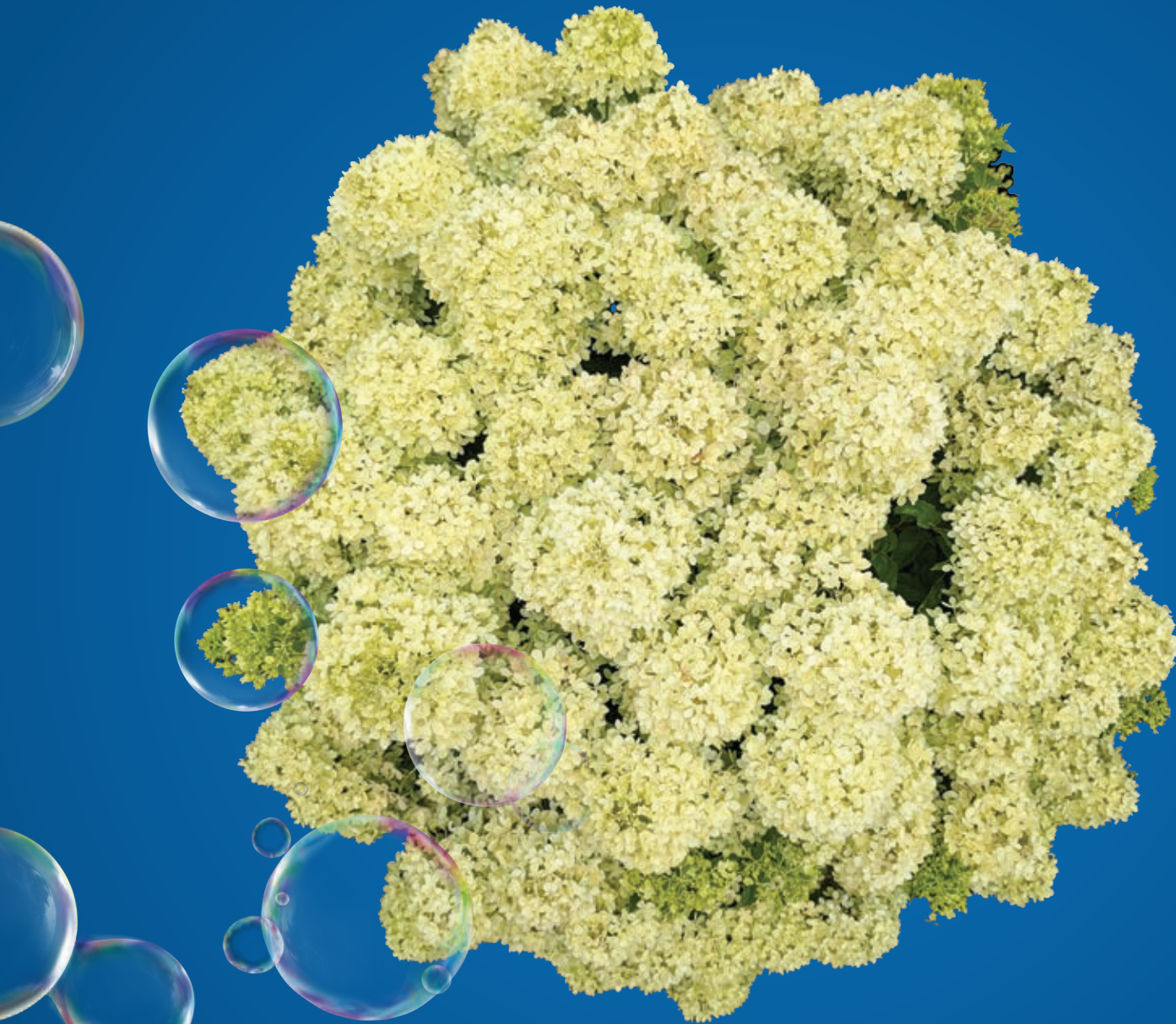
CITRUS BLISS™

Spark delight with Citrus Bliss! This compact daylily bursts with apricot-orange blooms from summer through fall, offering wave after wave of vibrant color. With nonstop flower power and tidy foliage, Citrus Bliss radiates happiness all season long!

12-18in tall x 12-14in wide • Zones 3-10 • Full sun

Hemerocallis x 'Stellar 1407' USPPAF





Bubble Bath™



We've never seen a *hydrangea paniculata* bloom so prolifically!
This petite superstar easily ships in full bloom on a shelved rack, and refines any outdoor space with its brimming bouquet of creamy lime flowers.

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

Hydrangea paniculata 'HYLV19557' USPP37039, CPBRAE

**bloomin'
easy**[®]
PLANT, WATER, RELAX.[®]