

POP STAR[®]

BIGLEAF HYDRANGEA

GROWER, RETAILER, & LANDSCAPERS' GUIDE



Endless
Summer[®]
hydrangeas





Endless Summer[®] hydrangeas

Pop Star[®] Hydrangea is the most important bigleaf hydrangea introduction in recent years. And that's not hyperbole.

This cultivar truly sets the new standard for reblooming hydrangeas across the industry, and its performance is backed up with years of trials across North America and beyond. Throughout this toolkit, we'll give a deeper look at how the key characteristics of Pop Star[®] make it the must-have hydrangea in your collection: big rebloomer, compact, easy to grow, and versatile.

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POP STAR®
BIGLEAF HYDRANGEA

A FAMILY OF SUPERSTARS



As with all Endless Summer® hydrangeas, Pop Star® fits the bill as a reblooming, disease-resistant, and Zone 4-hardy shrub. What this cultivar brings to the table that exceeds the benchmark expectations is its genetically compact size and impressive flower power.

When you're looking at filling out your offering and bringing in a new Endless Summer® hydrangea, we realize that it has to be unique. Hydrangeas are an already crowded category, so adding to the mix requires a leap forward in genetics. We're excited to share the journey of Pop Star® from seedling to introduction so you can understand why we're so adamant about its place on the market.

WHERE IT ALL STARTED

The birthplace of all new Endless Summer® hydrangeas begins outside Athens, Georgia at Bailey Innovations™, the breeding arm of brand owner Bailey Nurseries. At this facility, Head Breeder David Roberts and his team actively breed, trial, and review tens of thousands of seedlings each year to find singular cultivars that may be worthy of consideration for introduction. That's right...over 10,000 seedlings each year might make it to the trial process, and most will never see introduction. It's a painstaking process, but absolutely necessary to ensure that each new variety is unique, elevates the key characteristics of the Endless Summer® brand, and fulfills a need in the landscape.

BRED TO MAKE YOUR BUSINESS POP!

The initial Pop Star® seedling was reviewed in 2014 and was introduced to the consumer marketplace in 2023. The interim years included intense review from the Bailey and Endless Summer® team, brand licensees, and outside trial partners across North America and Europe. The qualitative and quantitative data collection was rigorous. As it should be. To make a new introduction into the Endless Summer® collection, it must be just right. And Pop Star® checked all the boxes.

- ✓ **Big Rebloomer:** Consistently produces new flower buds 4 weeks after a hard cutback, multiple weeks before other cultivars in trial.
Multi-season shelf life = greater profitability.
- ✓ **Compact:** After multiple years in the landscape, Pop Star® remains under 36" tall and wide without any major pruning or cutbacks.
Less maintenance = greater profitability.
- ✓ **Easy to grow:** Because of its inherent disease resistance and compact nature, Pop Star® doesn't require PGRs or aggressive plant health treatments. And it's easy for home gardeners, too!
Less inputs = greater profitability.
- ✓ **Versatile:** Pop Star® is a fabulous garden plant, but also does extremely well as a cut flower or year-after-year container plant.
More options = greater profitability.

GROWING GUIDE

With its less fuss and more blooms nature, Pop Star® is a grower's best friend. And that means in production, for the retail garden center, and in the landscape. Bringing this variety to market and maintaining it in the landscape is easier than you might expect. That's the beauty of improved genetics. Our breeding efforts are all to make your lives easier! And we absolutely love being able to deliver on that promise.

FOR THE GROWER:



We recommend growing Pop Star® with soil pH of 5.5 – 6.5 in full sun (other than warm climates, where we recommend 47% shade after April 1st) with consistent watering.



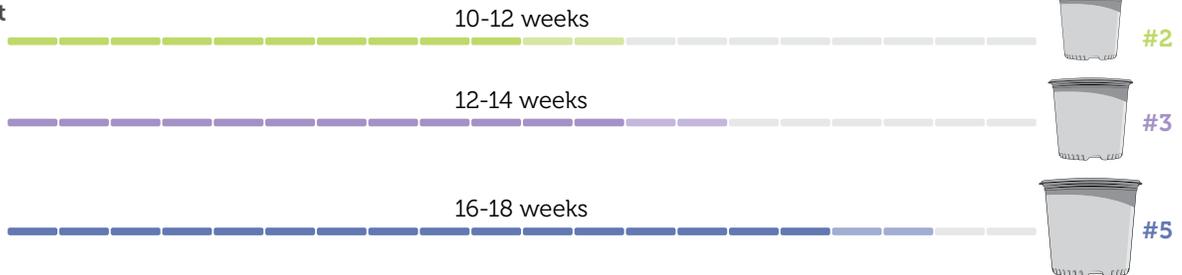
Pop Star® prefers to run on the drier side during vegetative development to limit growth; overwatering will keep the plant vegetative. When flowers are present, do not dry stress or flowers will burn.



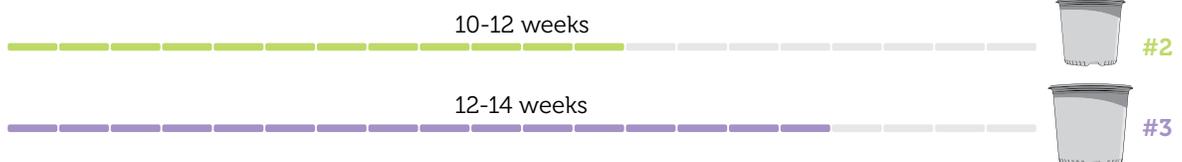
Watch for anthracnose, powdery mildew, aphids, and two-spotted spider mites, and spray as needed with common fungicides, insecticides, and miticides. *Hydrangea macrophylla* is very sensitive to pre-emergent herbicides and the miticide Spiromesifen, so only use as needed.

PRODUCTION TIMELINES

#1 Bareroot



JumpStarts® (Quart-size potted liner)





FOR THE GARDEN CENTER:

Keeping Pop Star® in prime condition is important to maximize sell through and impulse sales.

- Because of its incredible rebloom capabilities, with new buds appearing just weeks after deadheading, it's possible to cycle prune your crop to consistently inspire impulse purchases.
- Especially in warm climates, providing consistent and deep watering plus offering midday shade will prevent flowers from drooping or browning. Pages 10 – 11 offer additional ideas for merchandising to promote Pop Star® and increase sales opportunities.

FOR THE LANDSCAPER:

- To ensure the best long-term success, plant Pop Star® in morning sun and dappled afternoon shade.
- This cultivar prefers well-draining soil, so some amendments might be necessary in heavy clay or sand. A drip irrigation system will provide the most consistent water source as the shrub establishes, but if that's not an option ensure the client is able to provide regular watering so that the soil remains moist, but not wet or dry.
- In year one, do not apply additional fertilizer but if you're also providing maintenance, apply a slow-release, granular, high-phosphorus or 10-10-10 fertilizer in spring and again in mid-summer in subsequent years.
- Most importantly, do not prune or trim the hydrangeas in fall. Deadhead only in late spring and again in mid-summer. Never hard prune Pop Star® or you will risk losing future blooms.

OVERWINTERING

Overwintering is critical to produce quality plants and protecting the developing root systems, softer canes, and flower buds. Regional climates will impact your process, so you can use these best practices to inform your work.

- **In Minnesota**, we overwinter Pop Star® using two methods: some of our plants are placed inside poly structures, while others are covered with layers of poly and Sudan grass.
- **Our Illinois farm** uses multiple layers of frost blankets to maintain temperatures above 20°F around the plants. If temperatures become warm outside, allow ventilation to keep the plants dormant.
- **In mild regions**, plants should be consolidated to maintain warm temperatures around the roots. Frost blankets are beneficial during cold nights, but should be removed when the temperatures rise above 50°F.



CHANGING COLORS

The Endless Summer® collection is known for producing attractive color, and Pop Star® is no exception with its electric blue or bright pink blooms, depending on soil pH and presence of aluminum. In alkaline soil, with a pH above 6.0, the blooms will naturally be pink. In lower pH, acidic soil with aluminum present, you'll see electric blue blooms.



Control

8 Lbs / Yd

12 Lbs / Yd

15 Lbs / Yd



COLOR CHANGING:

Follow these guidelines that are used at Bailey Nurseries to encourage electric blue blooms:

- We recommend a planting mix consisting of four parts red pine bark, five parts peat, and one part compost with sulfur to maintain a pH level around 5.0. If the substrate pH drops below 5.0, media toxicity can occur.
- At planting, incorporate 10-14 lbs. of uncoated aluminum per yard. The ideal amount of aluminum will vary based on your soil and water qualities.
- After planting, a low-phosphorous fertilizer may be applied. Shortly afterwards, containers should be leached to prevent high EC levels.
- Your hydrangea crop should turn blue in mid-late summer when planted in spring.

For information on
changing bloom color
in the landscape:



PROMOTING POP STAR®

Pop Star® has made it to market...now what? Merchandising and promoting this variety can be as unique as the plant itself. Positioning Pop Star® to celebrate its differentiating attributes will help your customers move from consideration to purchase, even in a crowded marketplace.

MERCHANDISING TIPS

Highlight what makes Pop Star® hydrangea so special by showcasing off its best assets. Skip the traditional methods of putting all your shrubs in a row and inspire your customer to spend more with creative displays. Give these ideas a try to boost revenue and move more hydrangeas (and more)!

PLANT PAIRINGS

Inspire your landscaper customers and home gardeners by showing them what plants go best with Pop Star®. Take the guesswork out of this often confusing subject by placing these complementary plants nearby and adding plant pairing signage. This can take a purchase of one plant to many without a heavy lift!

Tip: Some of our regional favorites are on page 18-21.





HYDRANGEA CENTRAL

Create a destination for Pop Star® with displays and signage, capturing customers' attention and drawing them in to learn more and, ultimately, purchase. Signage to promote this unique cultivar is available from Bailey Nurseries and Endless Summer® Hydrangeas.

And if you really want to go all out, contact Bailey to learn about the merchandising program to make your hydrangea destination stand out!



CONTAINER INSPIRATION

With its genetically compact size, Pop Star® is a natural fit for deco pots. Help your customer connect those dots by placing it near containers, potting soil, fertilizer, watering tools, and filler plants like sweet potato vine or lobelia. It will raise your average ticket value and set you apart as a resource for inspiring project ideas.

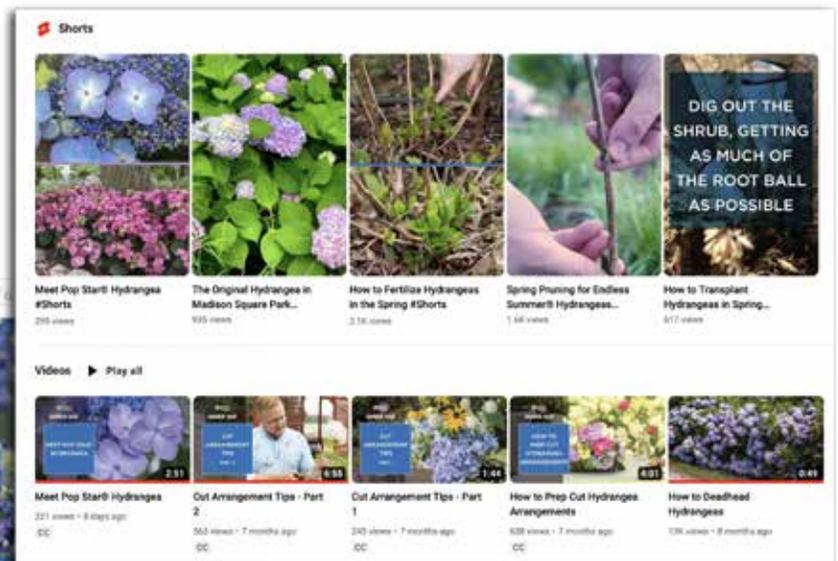
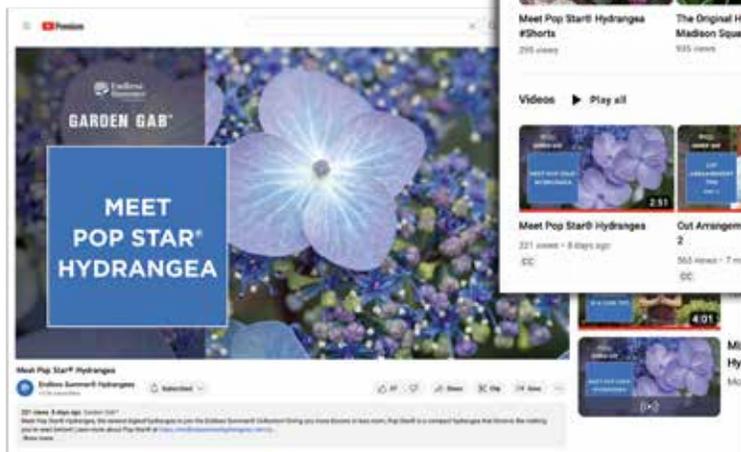
SOCIAL MEDIA SUPPORT

Promoting Pop Star® on social media is a great way to raise awareness and drive variety sales, no matter if you're selling to others in the trade or to home gardeners. Giving inspiration, how-to details, and offering a specific call to action with these quick-hitting channels is incredibly efficient and cost effective.

PROMOTION IDEAS

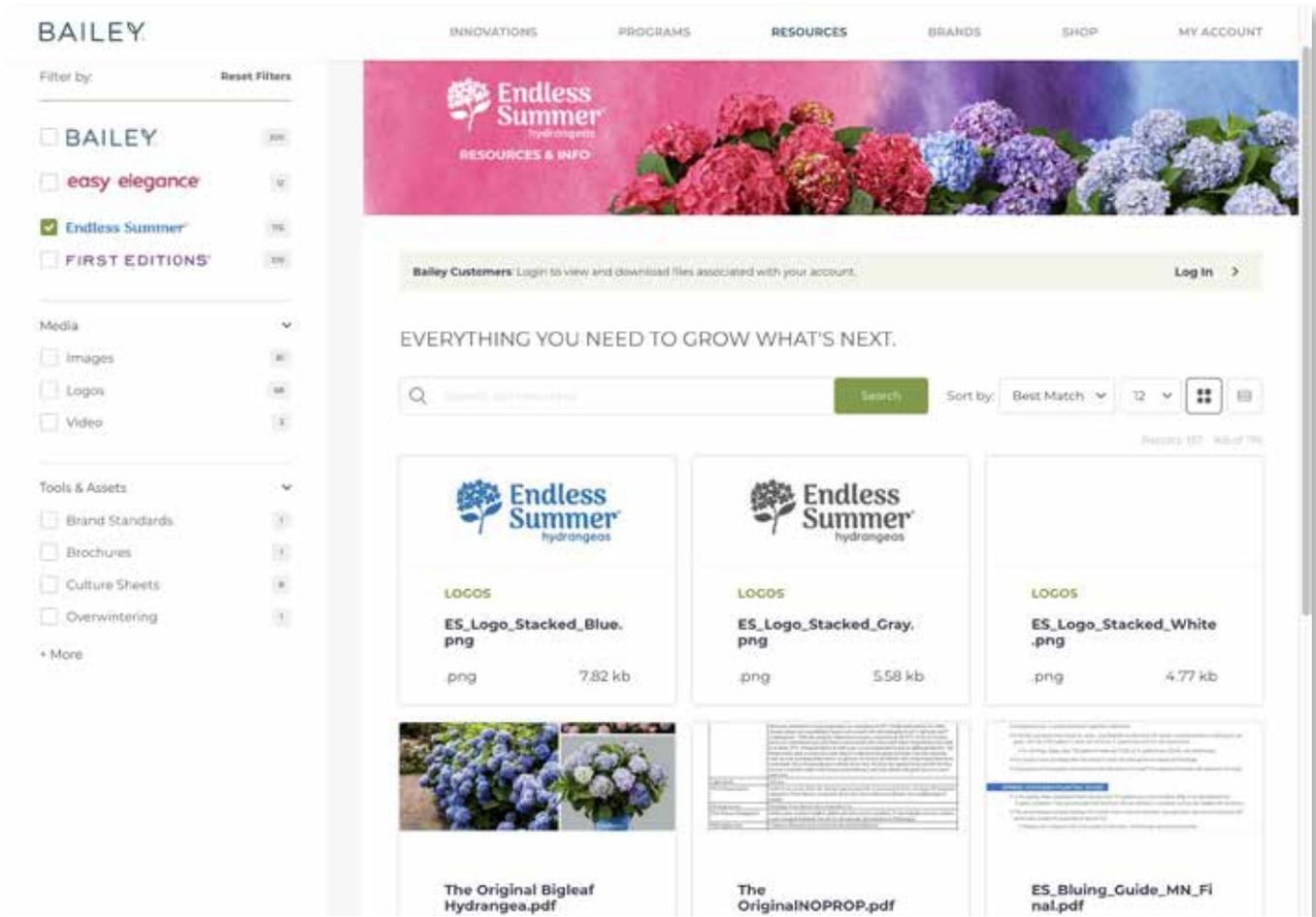


We work in an industry of beauty, so using photos and videos are a necessity. Social media is the perfect medium for this. To make life easier, Endless Summer® has created pre-made social media content for your use on multiple channels like Facebook, Instagram, Pinterest, YouTube, and more.



ADDITIONAL RESOURCES

All the information in this toolkit is meant to be a starting point for you to have success selling Pop Star® Hydrangea. But we have many more tools available to support your efforts.



PROMOTION IDEAS

WHATEVER YOU NEED, WE GOT YOU!

- ✓ Image and video library
- ✓ Logos and brand standards
- ✓ Social media calendar
- ✓ Sell sheets
- ✓ Advertising templates
- ✓ Consumer newsletter & mobile support signup

Scan the QR code for access to the Resources you need to successfully promote Pop Star®:

- Photo gallery.
- Promotional campaign videos.
- Training materials.
- Short how-to videos to help home gardeners have success.
- Social media calendars to help plan and reduce your workload!



TRAINING TIPS

We get it - there are a lot of new varieties out there, and it can get confusing remembering key selling points about each one. So, we wanted to break it down a bit and give you some quick and easy talking points that celebrate what makes Pop Star[®] so great! Feel free to use these in training your team, for marketing efforts, or to help your customer understand the key benefits of Pop Star[®] Bigleaf Hydrangea.

MAIN TALKING POINTS

MORE FLOWERS IN LESS SPACE.

Pop Star[®] Hydrangeas from Endless Summer[®] bring nonstop color and dazzling beauty anywhere you choose. Their remarkably compact size lights up containers and landscapes alike with a vibrant energy that makes summer pop.

BIG BLOOM ENERGY:

Pop Star[®] Hydrangeas are one-of-a-kind blooming machines. Our fastest rebloomers, their big, bold, abundant blossoms cover the entire plant, bringing endless flowers and electric color to your outdoor spaces all season long.

GROW THEM ANYWHERE

Pop Star[®] Hydrangeas are small and mighty bloomers. They grow to only 18-36" tall and wide, so you can plant them in containers and gardens to add brilliant color anywhere — on patios, porches, along borders, or as a focal point in landscapes. Their bold lacecap blooms have an attention-getting texture, attractive whether they're viewed up close or from a distance.



ADDITIONAL TALKING POINTS

LESS WORK. MORE JOY:

Pop Star® Hydrangeas are blissfully user friendly, producing a profusion of flowers and glossy leaves without much maintenance. Simply fertilize seasonally and water regularly. No major pruning required. They thrive in multiple climates, with their thick leaves adding heat tolerance in warm climates and their flower buds surviving cold winters into Zone 4.

POLLINATOR MAGNET:

Pop Star® Hydrangeas not only attract people with their colorful, show-stopping beauty, they're also irresistible to bees, butterflies, and other pollinators. Why? Its lacecap flowers have unique flat, fertile centers that pollinators can reach easily.

DAZZLING COLOR:

Just as the name suggests, Pop Star® Hydrangeas burst with amazingly vibrant pops of color. They're a show-stopping electric blue when planted in acidic soil that contains aluminum. When planted in alkaline soil, they blaze with bright pink blossoms. These brilliant hues amplify the plant's signature lacecap flower texture, adding summer splash to any landscape or garden container.

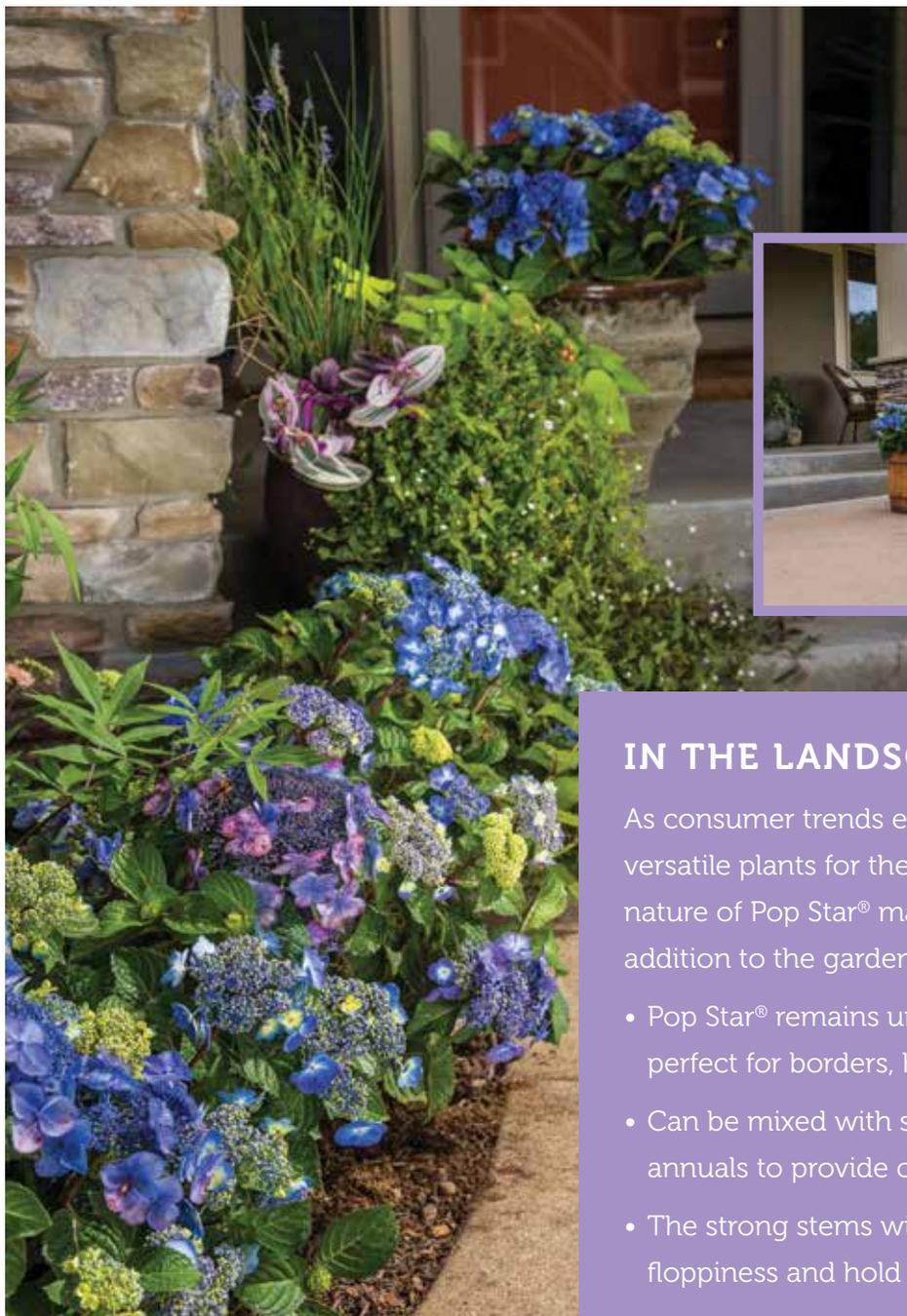
QUICK CARE TIPS

Use these one-sentence guides for helping train your team or home gardeners to have success with Pop Star®:

- **Planting:** Pop Star® hydrangea does best with morning sun and dappled afternoon shade, well-draining soil, and when planted with the soil flush with the ground.
- **Fertilizing:** Adding a granular, slow-release, high-phosphorus or well-balanced fertilizer in spring and mid-summer will support bloom production.
- **Watering:** Deeply watering as the soil begins to dry will encourage flowers; don't allow the soil to get too dry or too wet.
- **Pruning:** In general, you don't want to prune Pop Star®; in late spring, only trim stems that didn't survive winter and then deadhead spent blooms as they fade.
- **Winterizing:** Especially when recently planted, add filler such as wood chips, mulch, or leaves around the base of the plant to give it extra protection from harsh winter elements.

LETTING POP STAR® SHINE

Pop Star® is a hero of the outdoor space. All the unique genetic attributes we've talked about so far make it incredibly versatile in the landscape, in decorative containers, or indoors in fabulous cut flower arrangements. Whether planting yourself or inspiring your customers for how to use Pop Star®, enjoy the next few pages for ideas on how to celebrate its best qualities!



IN THE LANDSCAPE

As consumer trends evolve, we strive to create versatile plants for the landscape. The compact nature of Pop Star® make this hydrangea a solid addition to the garden for these reasons:

- Pop Star® remains under 36" tall, making it perfect for borders, hedges, or as a focal point.
- Can be mixed with shrubs, perennials, and annuals to provide color and texture.
- The strong stems with short internodes prevent floppiness and hold the flowers upright.



DECORATIVE POTS

In addition to the landscape, this hydrangea is right at home on patios and decks in deco pots. Here are some benefits to designing with Pop Star® in containers:

- Pop Star® can be grown on its own or mixed with other annuals and perennials for added color, texture, and heights.
- Get more bang for your buck by keeping Pop Star® in its deco pot for multiple seasons.
- Pop Star® remains tidy and upright with its compact genetics.

FLORAL ARRANGEMENTS

The large, showy flowers also add color, texture, and volume to fresh and dried cut flower arrangements. Follow these tips to include Pop Star® in your next display:

- Pop Star® can be the focal point of the vase or be accented by other blooms with complementary colors. Foliage with linear shapes contrast beautifully against the wide petals of Pop Star®.
- The flowers may be used for indoor and outdoor decorating.
- With proper care, hydrangea blooms can last up to a week or more. To prolong the display, keep the blooms away from direct sunlight and heat sources, and change the water regularly.

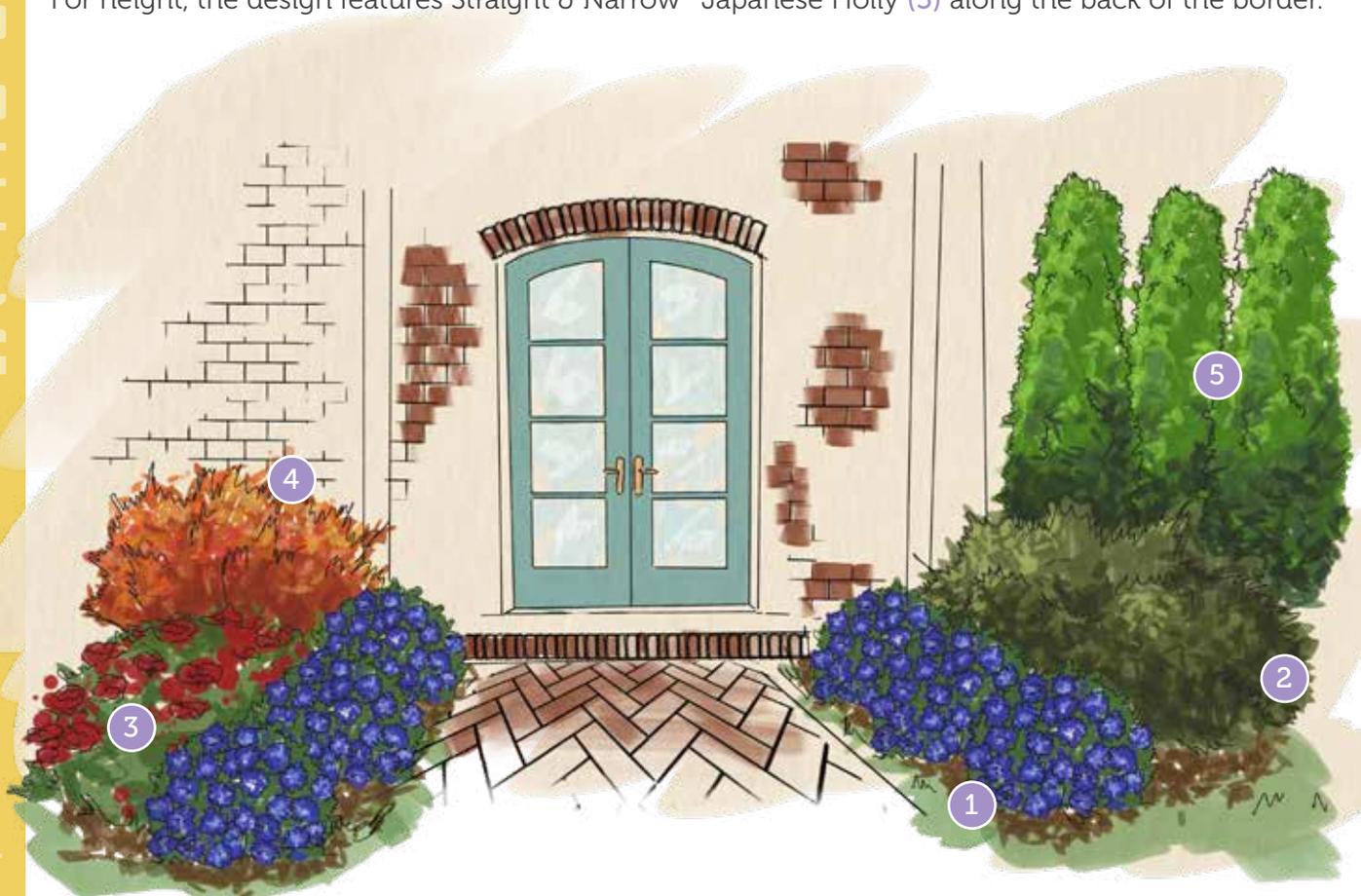


PLANT PAIRING

Wondering what to pair with Pop Star[®] hydrangea in the landscape or for merchandising displays? There's a wide-ranging list of plants that do well with this compact, blooming machine, but we wanted to give you a starting point with some regional favorites. Because Pop Star[®] thrives in Zones 4 – 9, selecting regionally-appropriate counterparts is a great way to inspire customers, instigate design ideas, and sell more plants.

WARM CLIMATES

Pop Star[®] (1) brings flashes of color to this unique design featuring evergreens and other shrubs. The bed is filled with year-round greenery as Vintage Jade Distylium (2) offers structure and a clean look. In summer, Pop Star[®] steals the show with its vibrant blooms. These colors pair extremely well alongside Kashmir Rose (3). The blooms of Pop Star[®] carry the color into fall. As winter begins, the foliage of Cool Glow[®] Pomegranate Nandina (4) turns brilliant red, adding flare to the winter garden. For height, the design features Straight & Narrow[®] Japanese Holly (5) along the back of the border.



COOL CLIMATES

This design features cool and warm colors for home gardeners who like a bit of everything. In late spring, the dark green leaves of Pop Star® (1) emerge, complementing the silver foliage of Iceberg Alley® Sageleaf Willow (2). As summer progresses, the fiery blooms of Campfire Rose (3) offer stark contrast to the blue or pink flowers of Pop Star®. Ruby Stella Daylily (4) joins the party to bring additional bright red blooms. Soon afterwards, Little Hottie® Panicle Hydrangea (5) cools things off with masses of pure white blooms, while adding height to the bed. Pop Star® continues the show with its rebloom ability, allowing the bed to remain colorful as the other flowers fade. The dried blooms of Little Hottie® provide winter interest and structure to complete the design and carry the show to next year.



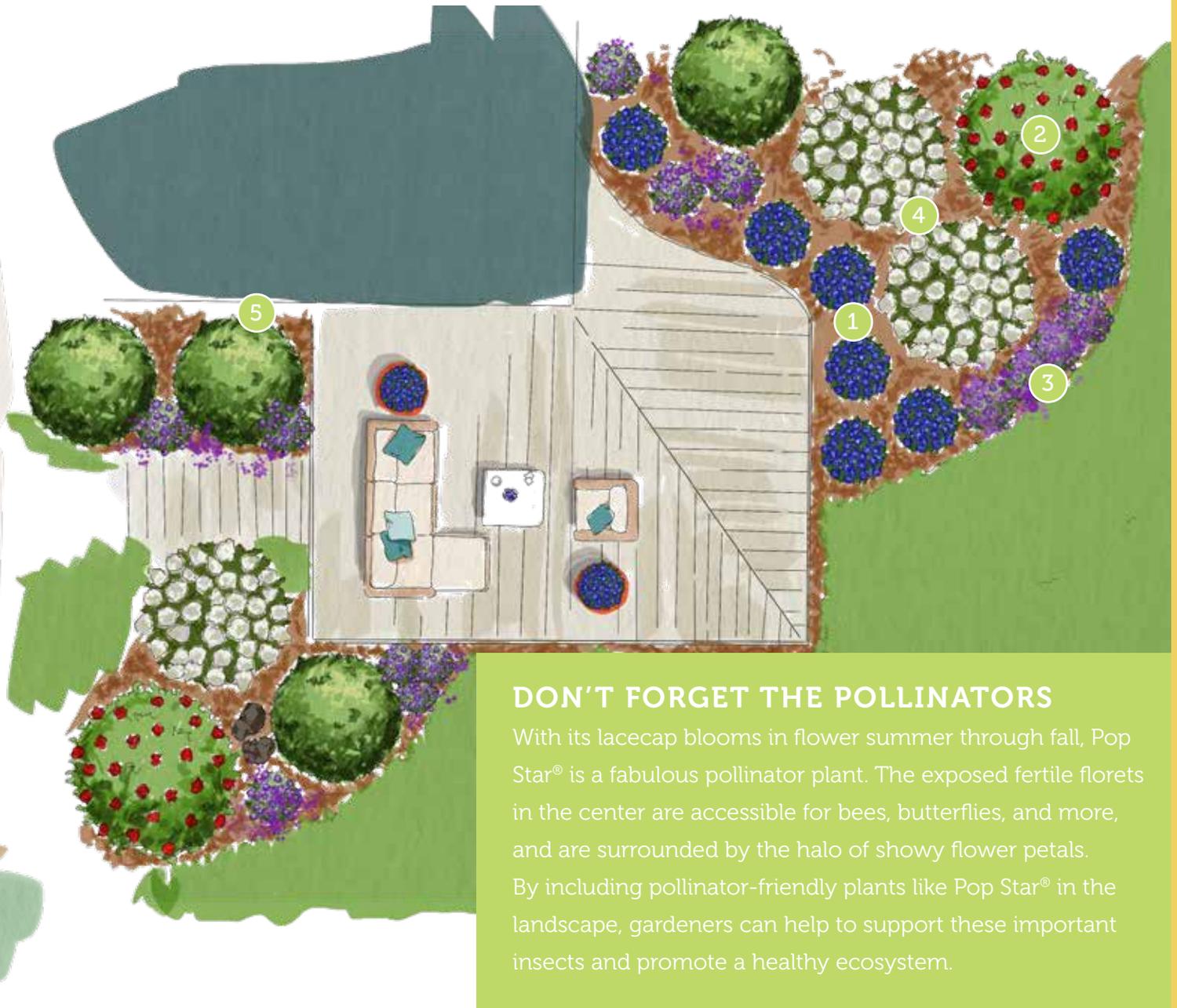
WESTERN REGIONS

This tough lineup thrives in western states like Idaho, Utah, northern California, and more. The heat-tolerant foliage of Pop Star[®] (1) keeps the plant looking sharp while the blooms show off their color. The golden blooms and narrow leaves of Cobalt-n-Gold[™] Hypericum (2) offer striking contrast to the blooms and foliage of Pop Star[®]. Cat's Pajamas Catmint (3) reinforces the cool colors of Pop Star[®] while softening the bed edge. As summer continues, Paint the Town Rose (4) shines with electric red blooms and glossy foliage that look stunning with the blooms of Pop Star[®]. Soon afterwards, the blooms of Little Hottie[®] Panicle Hydrangea (5) rise above the bed, complementing the rebloom power of Pop Star[®].



PACIFIC NORTHWEST

Here's a classic design featuring hydrangeas, roses, and geraniums. Summer is a burst of color, as Pop Star® (1), Super Hero Rose (2), and Rozanne Geranium (3) fill the bed with shades of blue, purple, and red. The show continues as the panicle blooms of Little Hottie® bring a splash of white to the garden. As the blooms of other plants fade, Pop Star® continues reblooming, while showing off its bigleaf texture. As fall ends, the dried flowers of Little Hottie® Panicle Hydrangea (4) provide winter interest, along with the greenery and structure of Planet Earth® Arborvitae (5).

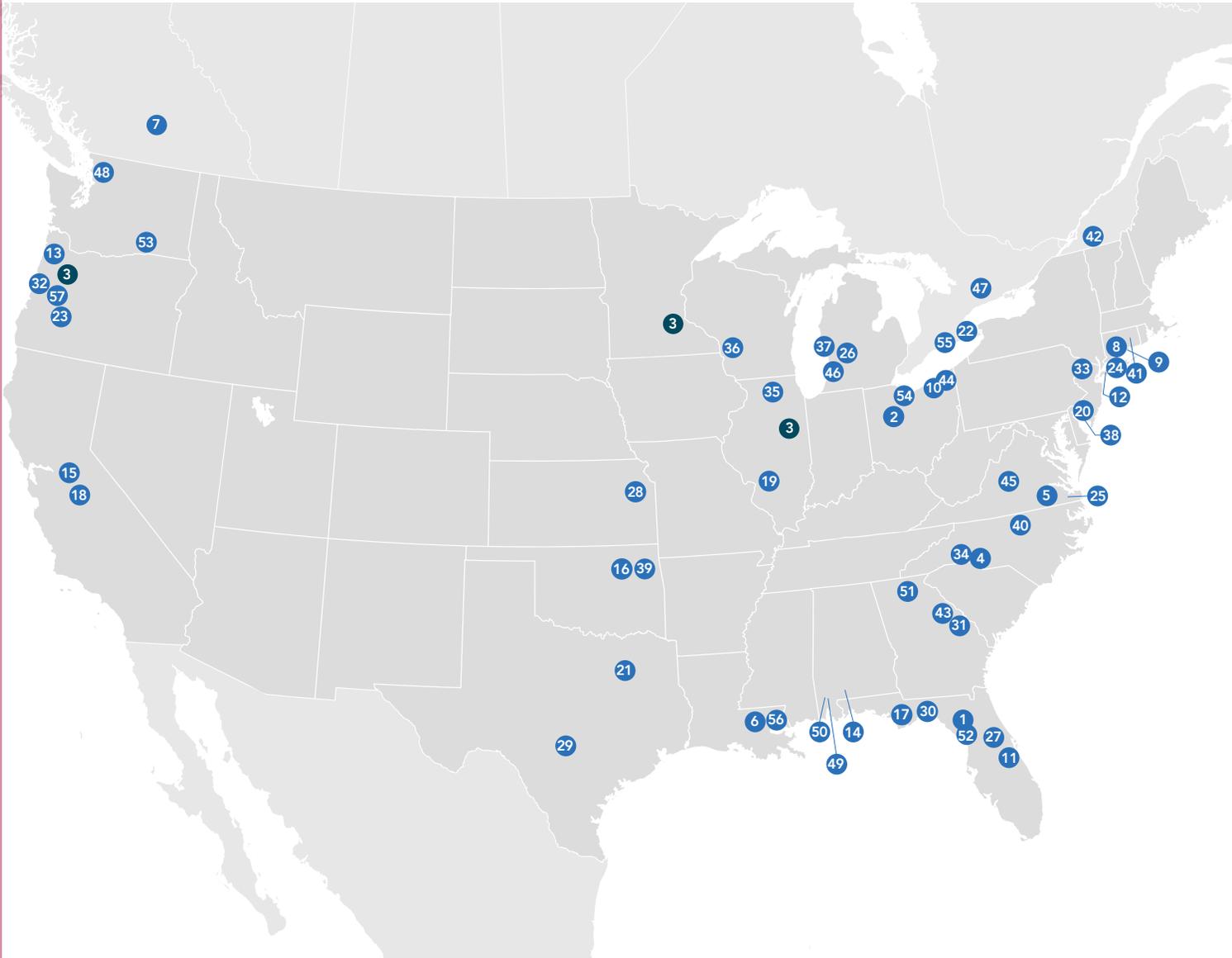


DON'T FORGET THE POLLINATORS

With its lacecap blooms in flower summer through fall, Pop Star® is a fabulous pollinator plant. The exposed fertile florets in the center are accessible for bees, butterflies, and more, and are surrounded by the halo of showy flower petals.

By including pollinator-friendly plants like Pop Star® in the landscape, gardeners can help to support these important insects and promote a healthy ecosystem.

NORTH AMERICAN NETWORK GROWERS



WANT TO LEARN MORE? WE'D LOVE TO HEAR FROM YOU!



Business Development:
LAYCI GRAGNANI
*Brand & Business
Development Manager*
layci.gragnani@baileynurseries.com



Sales & Grower Information:
NICK STEVENS
*Licensee Account
Representative*
nick.stevens@baileynurseries.com

1. 3 Rivers Nursery, Inc. - FL
2. Acorn Farms, Inc. - OH
3. Bailey Nurseries, Inc. - MN, IL, OR
4. Baucom's Nursery, Co - NC
5. Bennett's Creek Nursery - VA
6. Bracy's Nursery - LA
7. Bylands Nurseries, Ltd - BC, Canada
8. CK Greenhouses, Inc. - CT
9. Clinton Nurseries - CT
10. Cottage Gardens - OH, TN
11. Dewar Nurseries, Inc. - FL
12. East Coast Nurseries Inc. - NY
13. Everde Growers - OR
14. Flowerwood Nursery, Inc. - AL
15. Frantz Wholesale Nursery, LLC - CA
16. Greenleaf Nursery, Co. - OK, NC
17. Hackney Nursery - FL
18. Hollandia Nursery, Inc. - CA
19. Home Nursery, Inc. - IL
20. Hopewell Nursery Inc - NJ
21. J. Berry Nursery - TX
22. J.C. Bakker & Sons, Ltd. - ON, Canada
23. Kraemer's Nursery, Inc. - OR
24. Kurt Weiss Greenhouses, Inc. - NY
25. Lancaster Farms, Inc. - VA
26. Lincoln Nurseries, Inc. - MI
27. Liner Source, Inc. - FL
28. Loma Vista Nursery, Inc. - KS
29. Lone Star Growers - TX
30. May Nursery, Inc. - FL
31. McCorkle Nurseries, Inc. - GA
32. Means Nursery, Inc. - OR
33. Medford Nursery, Inc. - NJ
34. Metrolina Greenhouses, Inc. - NC
35. Midwest Groundcovers, LLC - IL
36. Northern Family Farms, LLP - WI
37. Northland Farms, LLC - MI
38. Overdevest Nurseries, LP - NJ
39. Park Hill Plants & Trees - OK
40. Powell's Nursery, LLC - NC
41. Prides Corner Farms - CT
42. Pépinière Abbotsford - QC, Canada
43. R.A. Dudley Nurseries, Inc. - GA
44. Ridge Manor Nursery LLC - OH
45. Saunders Brothers, Inc. - VA
46. Sawyer Nursery, Inc. - MI
47. Sheridan Nurseries - ON, Canada
48. Smith Gardens - WA
49. Stokley Nursery - AL
50. Tom Dodd Nurseries, Inc. - AL
51. Transplant Nursery, Inc. - GA
52. Tropic Traditions, Inc. - FL
53. Walla Walla Nursery Co. - WA
54. Willoway Nursery, Inc. - OH
55. Willowbrook Nursery, Inc. - ON, Canada
56. Windmill Nursery, LLC. - LA
57. Woodburn Nursery, Inc. - OR



Marketing:
RYAN MCENANEY
*Marketing & Communications
Manager*
ryan.mcenaney@baileynurseries.com



Communications:
MATT OLSON
Trade Communications Specialist
matt.olson@baileynurseries.com



Social Media:
GRETCHEN MCNAUGHTON
Communications + Content Strategist
gretchen.mcnaughton@baileynurseries.com



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hydrangeas

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