

Endless
Summer[®]
hydrangeas



20 catalog 27



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Endless Summer®

hydrangeas

Hydrangeas may be everywhere, but few truly rise above the rest. The Endless Summer® Hydrangea collection is the world's first and best-selling brand of re-blooming hydrangeas. When The Original was introduced in 2004 by Bailey Nurseries, it redefined what the industry could expect from a hydrangea. It began with a single discovery, growing into a thoughtful collection of six exceptional varieties that bloom on both old and new growth. More blooms, more often? Yes, please.

In today's crowded hydrangea market, every variety claims something unique, but not all deliver what Endless Summer® Hydrangeas can. To earn a place in the collection, a hydrangea must bring its A-game. Ours go above and beyond with its prolific blooms and reliable reblooms, all while being easy to care for. From gardeners to growers, we provide unwavering customer support with tools and resources for success. Every introduction is put through its paces, rigorous trials, testing, and re-evaluation to ensure it meets the high standards of the brand and fills a meaningful role in the horticultural industry nationwide.

Continuing our tradition of innovation and excellence, we're proud to unveil the latest addition to the Endless Summer® family. DreamCloud® Reblooming Hydrangea brings long-lasting, pure white blooms, strong disease resistance, and consistent reblooming performance. This standout lives up to the Endless Summer® name.

Backed by two decades of innovation, performance, and plenty of dirt under the nails, Endless Summer® continues to lead as the world's top-selling garden hydrangea. Guided by the belief that hydrangeas help you Experience Life in Full Bloom™, we're committed to enhancing your aesthetic and elevating life's most meaningful moments. For those who value beauty, reliability, and appreciate fine outdoor living, there's simply no better choice.



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8 NEW DreamCloud® Reblooming Hydrangea



22 additional resources



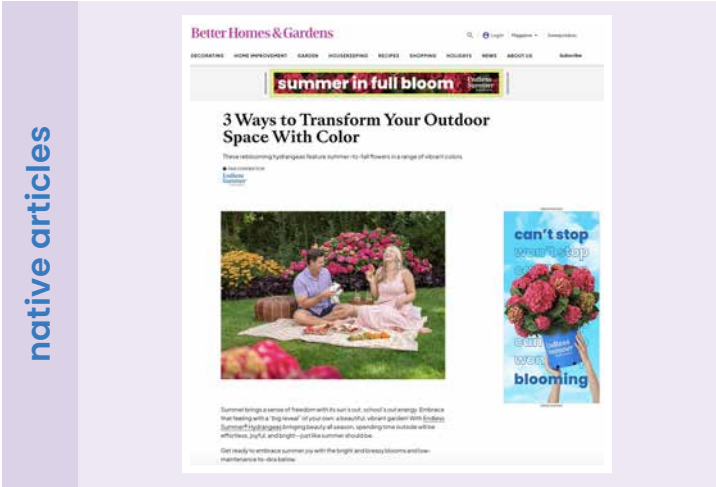
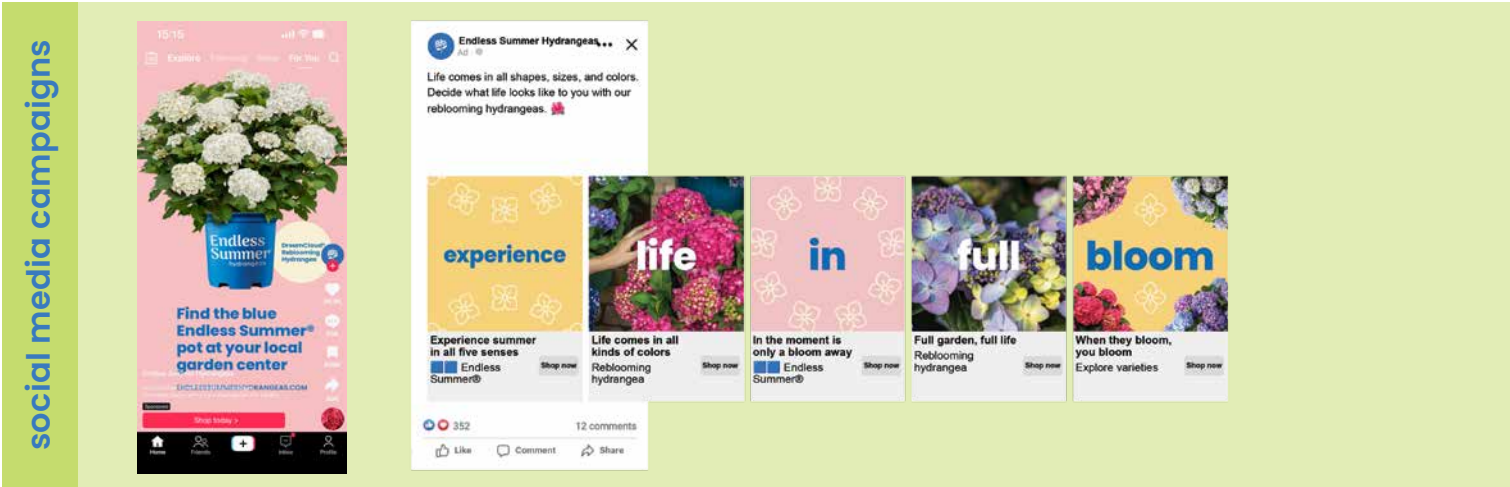
10 meet the collection

growing the customer base

Helping a home gardener recognize, trust, and ultimately purchase Endless Summer® hydrangeas among the wide array of hydrangeas available takes intentional, focused effort. We do the work so you can confidently carry the best-selling hydrangeas, knowing they'll attract attention and drive sales.

Endless Summer® isn't the world's best-selling collection of garden hydrangeas by accident. It's grown and maintained that position by strategically connecting with both passionate gardeners and those who simply love beautiful spaces with helpful, relatable, and exciting content. We have to show up where our target gardeners are looking for information, as well as connecting with those that might not consider themselves gardeners but still buy green goods.

That's why partnering with Endless Summer® is not just easy, it's impactful. Our North American advertising campaign is built on a cycle of planning, execution, and improvement. This approach ensures that consumers not only recognize the Endless Summer® brand but actively seek it out by name. We then follow up with a strategic support content strategy to make certain they have success and keep coming back to buy more Endless Summer® hydrangeas.



it's all in the genes

While our marketing efforts effectively draw attention to the iconic Endless Summer® blue pot, the plants themselves must live up to the promise. And they do.

With complete control of all new introductions from breeding through introduction, we are confident that only the best make it to market. At Bailey Innovations™, the breeding arm of the brand owner Bailey, Director of Plant Breeding David Roberts and his team sow up to 100,000 seedlings each year to begin the process of finding the best new plant.

Our commitment to quality doesn't stop at breeding. Each potential new introduction undergoes rigorous testing across varied climates, ensuring they not only meet but exceed consumer expectations. During the many years it takes to go from initial cross to retail introduction, Bailey Nurseries and Endless Summer® trial partners around the world test each possible new introduction for a variety of crucial attributes. They must outperform existing varieties on the market, meet consumer demands, and pass trials across variable climates.

Only after this deliberate process are new introductions selected. 2026 brings DreamCloud® Reblooming Hydrangea, an exciting new white flowering cultivar that checked all the boxes that are required of an Endless Summer® hydrangea:

- **remontancy:** Every hydrangea in the collection is a reblooming *Hydrangea macrophylla*, but simply being a rebloomer isn't enough. To check this box, a new introduction must rebloom more potently and, when possible, more quickly to allow earlier flowers, even if old wood buds are damaged during the winter.
- **cold tolerance:** While the hydrangeas are bred in Athens, Georgia, cold hardiness trials are done at Bailey's Minnesota facilities to test Zone 4 and 5 winters. The goal for new introductions is to not only survive but thrive and bloom in that cold-climate environment.
- **high production values:** We know that if a plant isn't easy in production, it's going to be a challenge to build broad distribution. During the breeding and trialing process, we do various production trials across North America to ensure that possible introductions are easy for growers from propagation through finished plants. This means reduced inputs with maximum retail-ready outputs.
- **disease resistance:** The beautiful blooms of Endless Summer® hydrangeas need to be complemented by gorgeous foliage, so ensuring any possible introduction has clean, disease-resistant leaves is a must. If disease is seen at any stage of the breeding and trialing process, that is a deal breaker. This is why regional testing is important, making sure the foliage stays clean in both humid and more arid environments.



road to Endless Summer®



what's in the blue pot?

Becoming an Endless Summer® Hydrangea doesn't happen overnight. It takes time, thoughtful evaluation, and years of rigorous testing. Our latest introduction, DreamCloud® Reblooming Hydrangea, is a testament to that commitment. DreamCloud® dazzles with its brilliant white mophead blooms. After eight years of development, from seed to sale, this exceptional variety made its debut in 2026, refining the white flowering reblooming hydrangea.

Follow along to learn about all the boxes it was required to check to become an Endless Summer® hydrangea.

Around 5% of the initial seedlings make it to this point!

breeding & hybridization

Up to 150 different parental combinations per year are made. This process is done in controlled environments, making sure no external factors intervene.



pre-selection

Approximately 400 – 500 hydrangeas are selected and evaluated more closely.

evaluation populations

From the most successful and promising germinated seedlings, 10,000 – 15,000 are upshifted to containers where they are observed more closely.

At this stage, hydrangeas grow in a production environment, so we can assess disease resistance, container success, and if the unique genetic traits are consistent.



seedlings are evaluated annually!
20,000-30,000

seedling populations

From those successful parental combinations, we evaluate the most promising seedlings.





selection + propagation trials

40 - 60 Individuals are selected to be propagated before possibly making a selection for introduction. This process can take years.



the outstanding one

Finally, a selection is made. After years of trialing we find a hydrangea that outshines all other contestants not only in beauty, but in strength.



the real world testing begins

As promising selections are made, they go through a significant amount of additional testing to ensure that they will perform as expected before officially joining the brand.

propagation trial

high production value

rebloom trial

remontancy

cold hardiness trial

cold tolerance

color test

color permanence

landscape trial

disease resistance



officially in the iconic blue pot

If the possible introduction checks all the trial boxes and offers something new and better to the market, it is officially selected for introduction. It's given a name, numbers are built up by the Endless Summer® network of licensees, marketing efforts begin, and a distribution plan kicks off to bring the amazing new reblooming hydrangea to landscapes around the world!



2026 INTRODUCTION!

DreamCloud[®] reblooming hydrangea

Hydrangea macrophylla 'Bailmaceight' PP36,306 CPBRAf

- Offers long-lasting, pure white blooms all season long
- Strong rebloomer with excellent disease resistance
- Compact plant for landscapes and decorative containers

height: 3-4'

width: 3-4'

exposure: morning sun, afternoon shade

hardiness zone: 4-9

heat zone: 9

shape: rounded to spreading



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meet the collection



BloomStruck® reblooming hydrangea

Hydrangea macrophylla 'PIIHM-II' PP25,566 CPBR5146

- Impressive rose-pink or purple season-long blooms, depending on soil pH
- Strong red-purple stems and dark green leaves provide striking views
- Perfect combo of above average heat tolerance and disease resistance

height: 3-4'

width: 4-5'

exposure: morning sun, afternoon shade

hardiness zone: 4-9 **heat zone:** 9

shape: rounded to spreading



The Original

reblooming hydrangea

Hydrangea macrophylla 'Bailmer'

- Provides season-long color with blue or pink blooms, depending on soil pH
- Perfect for foundation plantings, containers, or cut flower arrangements
- Hardy, disease-resistant, and time-tested sensation that is a must

height: 3-5'

width: 3-5'

exposure: morning sun, afternoon shade

hardiness zone: 4-9

heat zone: 9

shape: rounded

the original big, bold blooms



the hit of the summer



Twist-n-Shout®

reblooming hydrangea

Hydrangea macrophylla 'PIIHM-I' PP20,176 CPBR3688

- Season-long deep pink or periwinkle blue blooms, depending on soil pH
- Unique lacecap blooms and vivid red stems add interest to the garden
- Perfect accent or filler plant for season-long interest and color

height: 3-5'

width: 3-4'

exposure: morning sun, afternoon shade

hardiness zone: 4-9

heat zone: 9

shape: upright, rounded

meet the collection



Summer Crush®

reblooming hydrangea

Hydrangea macrophylla 'Bailmactive' PP30,359 CPBR6561

- Covered in big raspberry red or neon purple blooms, depending on soil pH
- Compact and tidy form makes it ideal for decorative containers
- Brings season-long, floral-quality blooms to the garden or patio containers

height: 18-36"

width: 18-36"

exposure: morning sun, afternoon shade

hardiness zone: 4-9

heat zone: 9

shape: upright, rounded



more flowers in less space



Pop Star®

reblooming hydrangea

Hydrangea macrophylla 'Bailmacsix' PP33,703 CPBR7225

- Compact hydrangea that blooms from top to bottom all season long
- Unique lacecap electric blue or bright pink blooms, depending on soil pH
- Perfect for small landscapes or containers, and attracts pollinators

height: 18-36"

width: 18-36"

exposure: morning sun, afternoon shade

hardiness zone: 4-9

heat zone: 9

shape: mounded



in the landscape



DreamCloud® plant pairings

Creating a cohesive landscape can be a challenge, but DreamCloud® Reblooming Hydrangea makes it effortless. With its big, beautiful white blooms, DreamCloud® acts as a unifying element in the garden, visually tying together surrounding plants. Its compact size makes it ideal for layering with other shrubs and perennials, while its crisp white flowers pair seamlessly with virtually any color palette. Whether used as a focal point or a supporting player, DreamCloud® brings elegance and balance to any landscape design.

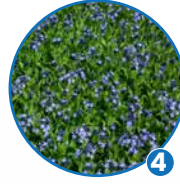


zone 5



- DreamCloud® Reblooming Hydrangea (1)
- First Editions® Fireside® Ninebark (2)
- Cat's Pajamas Catmint (3)
- All Gold Japanese Forest Grass (4)

zone 7



- DreamCloud® Reblooming Hydrangea (1)
- Patriot Hosta (2)
- Pink Muhly Grass (3)
- Blue Ice Bluestar (4)
- Satomi Dogwood (5)

zone 8



- DreamCloud® Reblooming Hydrangea (1)
- First Editions® Lunar Magic® Crapemyrtle (2)
- First Editions® Lemon Burst® Arborvitae (3)
- American Gold Rush Black-Eyed Susan (4)
- Blackhawks Big Bluestem (5)

in the landscape

Inspired by diverse landscape needs, the Endless Summer® collection was curated to offer unmatched versatility and beauty. With a rich palette of sizes, forms, and colors, these hydrangeas seamlessly complement a wide range of outdoor spaces. Whether planted in the garden or nestled in decorative containers on a balcony, they effortlessly bring lasting color and beauty.

This year, we're excited to introduce DreamCloud® Reblooming Hydrangea, the newest addition to the Endless Summer® collection. With its lush foliage and dreamy white blooms, DreamCloud® brings unique charm and adaptability to the lineup.

Use this as a cheat sheet to plan how each Endless Summer® variety can shine. Whether you're curating a retail display, crafting landscape designs for clients, or selecting top-performing cultivars to grow for future sales. Every variety plays a role in helping home gardeners truly Experience Life In Full Bloom™.

Pop Star®

- Patio or deco pot planting
- Emphasize a pathway
- Specimen plant or border



Summer Crush®

- Use as focal point
- Short hedge or border planting
- Excellent deco pot plant
- Entryways or under windows

The Original

- Great foundation plant
- Perfect for hedges
- Specimen plant or focal point



BloomStruck®

- Group plantings
- Colorful hedge
- Deck or patio pot
- Foundation plantings

Twist-n-Shout®

- Mass plantings
- Mixed borders
- Great accent plant



beyond the garden

Endless Summer® hydrangeas are standouts in the landscape but extend beyond the garden as well! These versatile hydrangeas are great for those without a full garden, planted in deco pots on the deck, patio, or front steps, and bring the beauty inside for year-round color with cut and dried arrangements.

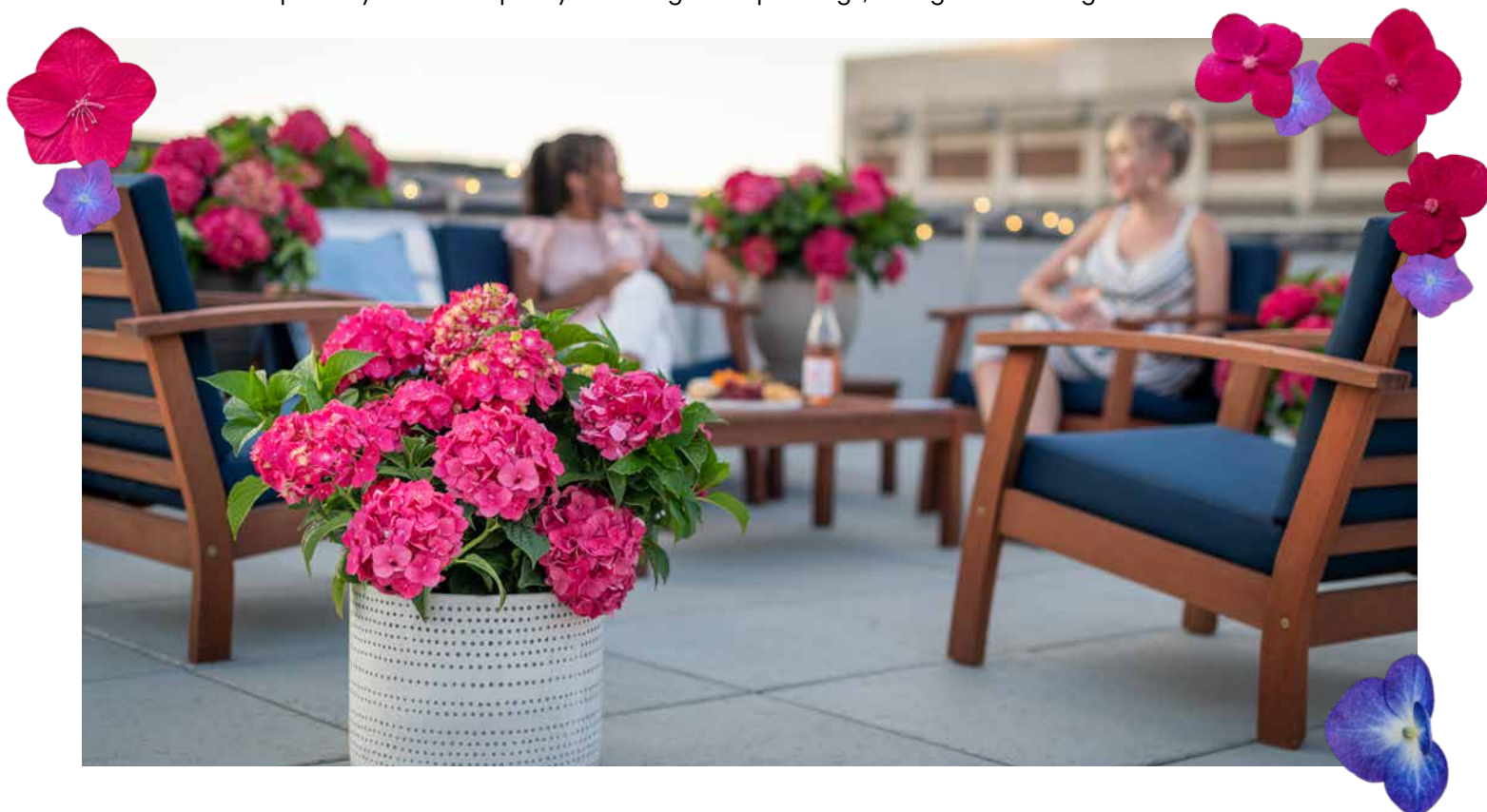
DECORATIVE POTS

Because several of the selections are genetically compact, they do especially well in containers. They can be planted alone in a medium-size container, or with complementary annuals in a larger pot. Compact varieties like Pop Star® and Summer Crush® are great for year-after-year color in color in containers. Or, use any of the Endless Summer® hydrangeas in a pot for the season and then plant them in the ground in fall!



TIPS & TRICKS

- Overwinter your pots by moving them to an unheated garage after fall temperatures bring your hydrangeas to a dormant state. Keep them happy during winter dormancy by giving one cup of water each month. Once the final spring frost passes, move them back outside to wake up with the warmer weather.
- Be sure that the soil line stays about an inch below the lip of the pot so that the soil and water don't overflow.
- Check your soil regularly during the summer months and water deeply to ensure the soil stays moist. Decorative pots dry out more quickly than in-ground plantings, so regular watering is essential.





CUT ARRANGEMENTS

Bringing your hydrangeas inside is a great added value of these reblooming hydrangeas. Cut flowers add a splash of color to a dinner party or special event and are fantastic for extending the season by drying blooms for fall and winter. Create a uniform, all-hydrangea arrangement or highlight your favorite plants in the garden by pairing hydrangea blooms and other beautiful foliage plants for a textured, colorful arrangement.



TIPS & TRICKS

- Cut hydrangea flowers when they're entirely bloomed and in full color to maximize vase life. Avoid blooms that have white centers in the petals.
- Place blooms in warm water and a cool room immediately after being cut so they can acclimate to their new setting.
- To dry flowers, place mature blooms in a half inch of water and allow it to naturally evaporate over the coming months. This slow process will maintain the bloom color and prevent the petals from curling.



growing Endless Summer®

Endless Summer® Hydrangeas support your production goals with a diverse selection of liners designed for swift turnover, sustained momentum, and consistent quality. With strategic options for staging crop cycles, you can deliver top-tier plants that exceed customer expectations. Whether you're sourcing plants from a licensed Endless Summer® grower or directly from brand owner Bailey Nurseries, you have the flexibility and options to grow with confidence.

bareroot

Bareroot gives you a larger input that can be planted early in the season, allowing for a quick turnaround to become retail ready. At Bailey, our bareroot plants are grown in optimal soil and climate conditions to ensure strong, reliable performance setting you up for success.

Endless Summer® bareroot is available from Bailey sites in Minnesota and Oregon.



JumpStarts®

JumpStarts® are designed to extend your planting season beyond spring. These quart-sized liners help you spread labor more efficiently and add flexibility to your crop cycles, all while maintaining consistent quality. Designed with grooves to prevent circling roots, JumpStarts® arrive vigorous and ready to take off in production.

To align with your schedule, Bailey offers year-round shipping from multiple locations across the U.S.

JumpStarts® 5.5

Another option is the JumpStarts® 5.5, offering all the benefits of a standard JumpStarts® liner, but at twice the size. This larger liner is a smart alternative to traditional 1-gallon upshifts, helping you finish bigger containers while making your upshifting process more efficient and cost effective.

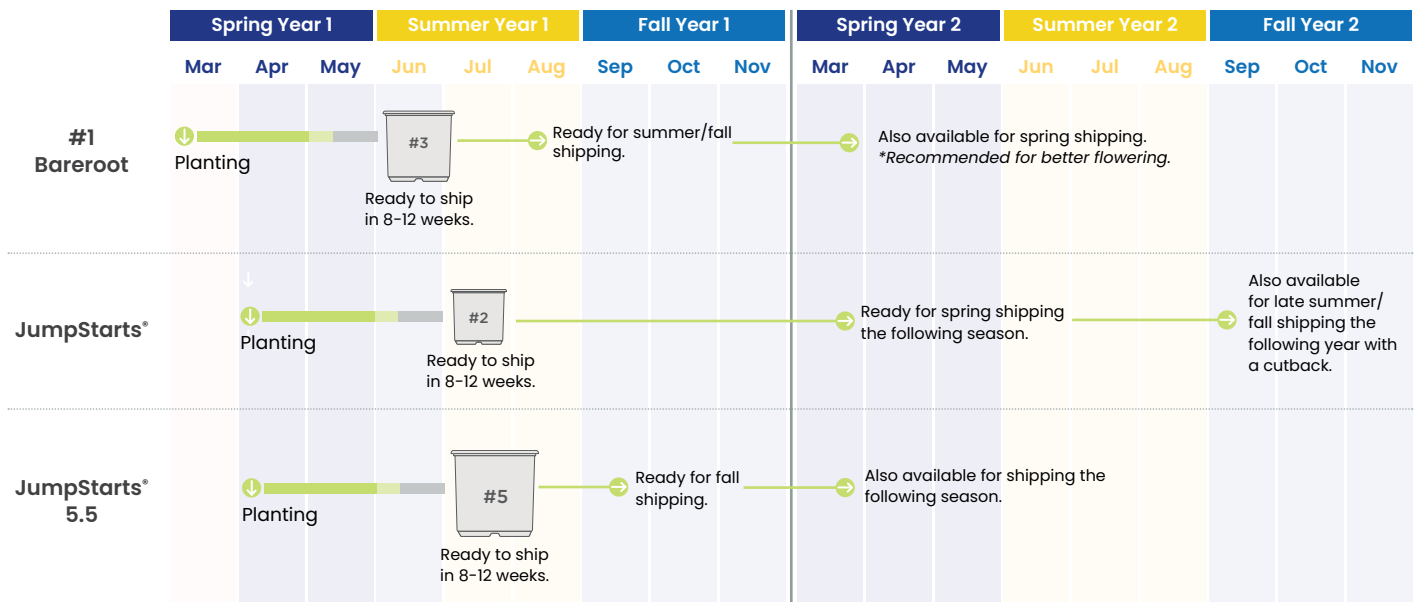


Showing Summer Crush® Reblooming Hydrangea

Use a combination of these liners to optimize your production schedule and ensure product is ready throughout the season. The chart below shows how bareroot and potted liners can work together to effectively stage your crop cycles.

For growers in warmer regions, Endless Summer® liners can be planted earlier in the spring, but be sure to protect new growth if freezing temperatures are in the forecast.

Endless Summer® Summer Crush® Reblooming Hydrangea production timelines:




* Please Note: The finishing times for bareroot and JumpStarts® are based on our production schedules in Onarga, Illinois, while the finishing times for JumpStarts® 5.5 are based on feedback from network partners. Results and timelines will vary depending on climate and other conditions.




pots and tags

If you're growing liners to produce finished plants, it's essential to follow the packaging requirements with approved pots and tags. These requirements ensure a consistent look across the Endless Summer® brand, reinforcing customer trust, and helping buyers easily recognize the quality they've come to expect.

To view the Brand Quality Standards, head to the Resources section on BaileyNurseries.com or scan the QR code.



Scan the QR code to view map of our North American Network Partners.



additional resources



social media

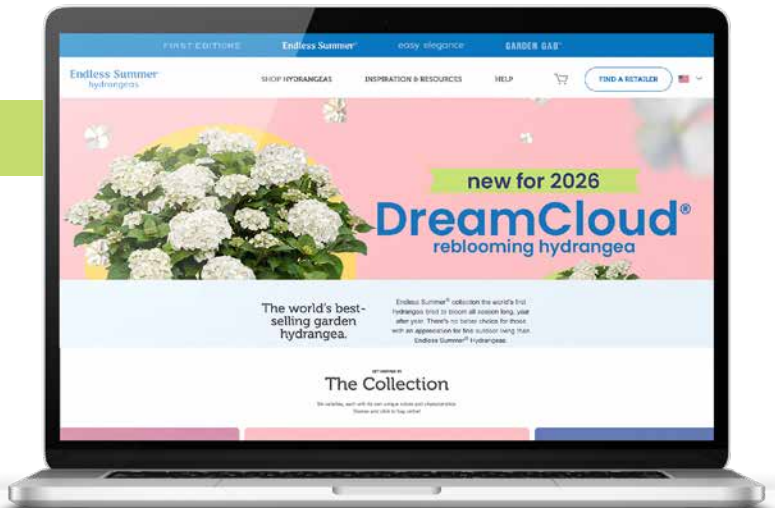


Are you following [@EndlessSummerHydrangeas](#)?

Our social feeds are full of timely care tips, planting advice, DIY inspiration, and superb hydrangea content. It's a thriving community designed to keep growers, retailers, and enthusiasts informed and inspired. Be sure to follow us and encourage your entire team to do the same. When posting your own Endless Summer® content, tag us and use [#LifeInFullBloom](#) so we can share your hydrangea love with the world!

EndlessSummerHydrangeas.com

Our consumer website is the go-to destination for all things hydrangea. From detailed variety information to blog posts filled with planting guidance, seasonal care tips, and creative inspiration, it's a resource designed to empower gardeners at every stage.



informational videos

Gardening made simple, and fun! Our **Garden Gab™ video series** delivers quick, helpful tips straight to home gardeners. From troubleshooting to design ideas, Garden Gab™ makes hydrangea care approachable and enjoyable.



Scan the QR code to follow, sign up, and bookmark these consumer resources!

email newsletters

We bring the latest straight to inboxes!

The Endless Summer® monthly newsletter features seasonal tips, variety highlights, and fresh content to help gardeners grow with confidence all year long.

advertising & media coverage

From targeted digital ads to high-impact editorial features, Endless Summer® keeps hydrangeas in the spotlight. **Our strategic media efforts** ensure the brand stays top-of-mind wherever consumers are searching for garden inspiration.



grower & marketing support

When you partner with Endless Summer®, you're teaming up with a brand that actively supports your success. From digital outreach to practical resources, we help connect customers with the beauty of Endless Summer® hydrangeas.

grower & retailer resources

If you grow or sell Endless Summer®, we've got tools to make your job easier. Visit the updated Resources section at baileynurseries.com/resources for everything from production tips and cultural info to catalogs, brochures, and our full image and video library, all in one convenient location.



Scan for our full resource library



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