FIRST® EDITIONS

SHRUBS & TREES









2027 NEW VARIETIES

FIRST® EDITIONS
SHRUBS & TREES

WE BELIEVE PLANTS SHOULD WORK HARD AND LOOK GOOD DOING IT.



That means more than strong performance in the landscape. It means plants that are easier to grow, easier to sell, and easier to succeed with every step of the way. For retailers, that means plants that stand out, hold their quality, and inspire confidence with shoppers. For growers, it means predictable production and strong finishes. For landscape professionals, it means dependable performance long after installation.

With a deep appreciation for plants that work as hard as the people who grow, sell, and use them, we've built a collection that brings together beauty, reliability, and performance. From trusted regional favorites to improved varieties and meaningful new introductions, each plant is selected with purpose of solving real world challenges in production and the landscape.

Just as important, First Editions® plants are easy to recognize and easy to sell. From the signature bright purple pot to clear, consumer-friendly tags, every detail is designed to help customers quickly identify quality and feel confident in their purchase.

Backed by decades of experience and rigorous trialing, First Editions® plants are made to perform year after year. And as needs continue to evolve, so does the collection, with plants that offer better flowering, improved disease resistance, lower maintenance needs, and broader adaptability.

First Editions® takes the hard work out of yard work.



INDEX

04 The First Editions® Difference

06 Rock Stars & Best Buds

09 2027 New Introductions

12 Previous Introductions

16 Problem Solvers + Color Chart

18 Grower Support

20 Retail Support

22 Online Resources

23 Sourcing First Editions®

A THOUGHTFUL APPROACH TO NEW INTRODUCTIONS

GREAT PLANTS DON'T HAPPEN BY CHANCE, THEY'RE DEVELOPED WITH PURPOSE.

Every First Editions® introduction is evaluated across climates, generations, and multiple growing conditions to ensure it performs at every stage, from production through landscape installation. The result is a collection refined through extensive trials and testing, built to exceed expectations and ready to perform.

But performance alone isn't enough and that's the First Editions® difference.

For Bailey Innovations™ selections, that process can take 7–10 years from initial breeding to market introduction. We don't bring plants to market unless they offer a clear improvement, whether through better flowering, a stronger habit, lower production inputs, improved disease resistance, or greater adaptability.



Innovations making their way from trials to market. Pictured L to R: Swing Low® Distylium, Queen Bee® Vitex, Lemon Burst® Arborvitae. Tall Guy® Arborvitae in upper right.



David Roberts, Bailey Innovations™ Director of Plant Breeding, discussing one of our potential introductions in 2021. This selection, Spring Sizzle® Panicle Hydrangea, would later be commercially introduced in 2026.

ROCK STARS & BEST BUDS

SOME PLANTS SIMPLY RISE TO THE TOP

With so many plants to choose from, it can be hard to know what to grow, stock, and design with. First Editions® makes that easier by organizing exceptional plants into two clear categories.

ROCK STARS

This selection spotlights top-performing selections with plants that consistently deliver across production, retail, and the landscape. Surrounding those are a broader range of supporting varieties, including regionally adapted plants suited for both cool and warm climates across the U.S. and Canada.

BEST BUDS

Shows how our plants work together, helping you build stronger displays, functional landscape designs, and increased sales through thoughtful combinations.



ROCK STAR

FIND OUR ROCK STAR SELECTIONS THROUGHOUT THIS CATALOG!



HOW DO ROCK STARS AND BEST BUDS BENEFIT ME?

GROWERS

Build a mix that supports combination selling and balanced production



RETAILERS

Create displays that increase ticket sales and customer confidence



LANDSCAPERS

Simplify plant selection and design planning



A COLLECTION DESIGNED TO WORK FOR YOU

CHOOSING THE RIGHT PLANTS SHOULDN'T BE COMPLICATED.

The First Editions® collection is built to help you quickly identify plants that fit your needs whether that's regional performance, production efficiency, or specific landscape solutions. It gives you a reliable, relevant assortment built around dependable performers and shaped by the needs of your market.

Just as important, the collection is designed to support a wide range of applications. From urban and commercial landscapes to residential gardens, First Editions® offers solutions for different demands including native selections, pollinator-friendly plants, and drought-tolerant options.

As the market evolves, so does the First Editions® collection, actively building momentum and expanding across regions to create new opportunities across the industry.

- **For retailers**, that means a lineup that's easy to merchandise and aligned with consumer demand.
- **For growers**, it means a portfolio that continues to evolve with the market and supports your long-term planning.
- **For landscape professionals**, it means access to a broader range of dependable solutions for increasingly diverse project needs.



THE RESULT IS A COLLECTION THAT REDUCES COMPLEXITY, SUPPORTS BETTER DECISIONS, AND HELPS YOU GROW, SELL, AND DESIGN WITH CONFIDENCE.



INTRODUCING DREAMSCAPE®

SMOOTH HYDRANGEA

THE NEXT BIG THING IN SMOOTH HYDRANGEAS

DreamScape® Smooth Hydrangea stands out at retail with large, vibrant blooms and clean, uniform foliage that catches attention right away. Strong stems, dependable performance, and consistent quality make it an easy choice for growers and retailers, while its distinctive ruby-pink color offers your customers something fresh and exciting.

AND IN THE LANDSCAPE

In the landscape, DreamScape®, with its bold color and strong structure requires minimal upkeep. Its sturdy stems help blooms stay upright through stormy weather, making it a dependable option for foundation plantings, mass plantings, and mixed borders. With lasting visual impact and reliable garden performance, it fits easily into any of your landscape designs. Something fresh and exciting.

LEARN MORE ABOUT ALL 2027 INTROS ON THE NEXT PAGE! >>>



DREAMSCAPE®

SMOOTH HYDRANGEA

Hydrangea arborescens 'BAICZ10' PPAF CPBRAF

Height: 3-4'	**Width:** 4-5'
Hardiness Zone: 3-8	**Heat Zone:** 8
Shape: Upright, Rounded	
Exposure: Full Sun to Part Shade	

- Advancement in pink smooth hydrangeas for growers, retail, and landscape
- Abundant ruby pink blooms age to parchment pink
- Strong stems and clean foliage ensure reliable performance



VELVET DUSK®

DOGWOOD

Cornus alba 'Veerpaalen3' PP36,136 CPBRAF

Height: 5-7'	**Width:** 5-7'
Hardiness Zone: 3-7	**Heat Zone:** 7
Shape: Upright, Rounded	
Exposure: Full Sun to Part Shade	

- Dark purple leaves emerge in spring that transition to dark green then back to purple in the fall
- Velvety grey undersides of leaves provide unique contrast
- Red branches standout in winter



HIGH-VIZ®

DIERVILLA

Diervilla x splendens 'Baildierone' PP37,462

Height: 4-5'	**Width:** 4-5'
Hardiness Zone: 3-8	**Heat Zone:** 8
Shape: Upright, Spreading	
Exposure: Full Sun to Part Shade	

- Apricot new growth matures to chartreuse, then orange and red in fall
- Classic yellow blooms in June with dependable seasonal rebloom
- Deer resistant; tolerant of both drought and wet soils



DARK MODE®

DIERVILLA

Diervilla x splendens 'Baildiertwo' PP37,622

Height: 3'	**Width:** 3-4'
Hardiness Zone: 3-8	**Heat Zone:** 8
Shape: Upright, Spreading	
Exposure: Full Sun to Part Shade	

- Dark purple-black foliage holds its color reliably all season
- Recurrent yellow blooms add contrast and pollinator interest
- Thrives in full sun to part shade and tolerates drought and wet soils

2025 AND 2026 INTRODUCTIONS

Some plants make an impression right away. Our previous introductions have quickly established themselves across production, retail, and the landscape, combining strong performance with clean habits and lasting visual appeal. They move easily from field to bench to garden, delivering consistency where it matters and reinforcing the momentum of the First Editions® collection.



SPRING SIZZLE®

PANICLE HYDRANGEA

Hydrangea paniculata 'Bailpanthree' PP36,526 CPBRAF

Height: 4-6'	**Width:** 4-5'
Hardiness Zone: 3-8	**Heat Zone:** 8
Shape: Upright, Vase	**Exposure:** Full Sun to Part Shade

- One of the earliest blooming panicle hydrangeas on the market
- White blooms quickly turn red, even in warm regions
- Strong stems hold the panicle blooms upright



PINEAPPLE TART®

POTENTILLA

Potentilla fruiticosa 'Bailpine' PP36,867 CPBRAF

Height: 2-3'	**Width:** 2-3'
Hardiness Zone: 2-6	**Heat Zone:** 6
Shape: Upright, Rounded	**Exposure:** Full Sun

- Golden-yellow double flowers bloom from summer through fall
- Deer resistant, cold hardy, and durable for tough sites
- Ideal size for foundation and mass plantings



POWFUME®

VIBURNUM

Viburnum 'Bailvibone' PP36,866

Height: 6-8'	**Width:** 5-7'
Hardiness Zone: 6-9	**Heat Zone:** 9
Shape: Upright, Rounded	**Exposure:** Full Sun

- Semi-evergreen shrub with large white, fragrant blooms
- Foliage provides long seasonal interest
- Flowers are attractive to pollinators



Delivers two-to-three times more flowers (left) than other smooth hydrangeas (right)





FLOWERFULL®

SMOOTH HYDRANGEA

Hydrangea arborescens 'BAIful' PP35,613 CPBRAF

Height: 3-4'	**Width:** 4-5'
Hardiness Zone: 3-8	**Heat Zone:** 8
Shape: Rounded	
Exposure: Full Sun to Part Shade	

- Produces two-to-three times more blooms per season than others
- Features strong stems that don't flop in the wind and rain
- Lush green foliage that provides wonderful contrast to the blooms



TRIPPY PINK®

BUTTERFLY BUSH

Buddleia davidii 'Bailbudone' PP36,709

Height: 6-8'	**Width:** 6-8'
Hardiness Zone: 5-9	**Heat Zone:** 9
Shape: Rounded to Upright	**Exposure:** Full Sun

- Covered in stunning hot pink flowers that bloom in summer
- Flowers are filled with nectar and irresistible to various pollinators
- An ideal low-maintenance shrub for small landscapes



BIG BEAUTY®

GARDENIA

Gardenia jasminoides 'Baildeniaone' PP36,284

Height: 6-7'	**Width:** 6-7'
Hardiness Zone: 7-9	**Heat Zone:** 9
Shape: Rounded	**Exposure:** Full Sun to Part Shade

- Fragrant, double blooms cover the plant in summer
- Features a naturally round shape that requires minimal pruning
- A larger gardenia perfect for hedges or foundation plantings



VIOLET MIST®

CHASTETREE

Vitex agnus-castus 'Bailtexfour' PP36,066

Height: 3-4'	**Width:** 3-4'
Hardiness Zone: 5-9	**Heat Zone:** 9
Shape: Rounded	**Exposure:** Full Sun

- Blue-purple flowers bloom in early summer through fall
- The flowers are a favorite for pollinators in the garden
- The compact size makes it ideal for small or urban landscapes



COURAGEOUS®

CRABAPPLE

Malus x 'Durlawrence'

Height: 20-25'	**Width:** 15-20'
Hardiness Zone: 2-7	**Heat Zone:** 7
Shape: Upright, Rounded	**Exposure:** Full Sun

- Early blooming variety with very fragrant, lilac-pink blooms
- Boasts an upright, natural form that looks good in every season
- Has beautiful orange-yellow fall color, and little to no fruit in winter



GREEN WALL SPIRE™

CRABAPPLE

Malus x adstringens 'Jefwall' PP35,109 CPBRAF

Height: 18-20'	**Width:** 5-6'
Hardiness Zone: 2-8	**Heat Zone:** 8
Shape: Columnar	**Exposure:** Full Sun

- Features a columnar form with beautiful white flowers in spring
- Has bronze fall foliage and red winter fruit
- Excellent tree for hedges

FUNCTIONAL PROBLEM SOLVERS

Adding First Editions® plants to your landscaping palette is a great way to provide structure, support the local ecosystem, and lasting interest in your design work. This chart highlights newer First Editions® introductions and shows how they can strengthen your assortment, support production planning, and help meet the needs of your customers and clients.

INTRO YEAR	DUAL PURPOSE PLANTS: BEAUTY & BRAWN	SPRING	SUMMER	FALL	WINTER
2027	**DreamScape®** Smooth Hydrangea	Green Foliage	Ruby Pink Blooms	Green Foliage	
	Dark Mode® Diervilla	Dark Purple Foliage	Dark Purple Foliage With Yellow Flowers	Dark Purple Foliage	
	High-Viz® Diervilla	Apricot To Chartreuse Foliage	Yellow Flowers Chartreuse Foliage	Orange, Red Foliage	
	Velvet Dusk® Dogwood	Dark Purple Foliage	Dark Purple/Dark Green Foliage	Dark Purple Foliage	Red Winter Stems
2026	**Spring Sizzle®** Panicle Hydrangea	White Blooms	White Blooms Quickly Turn Deep Red	Red Blooms Fade To Antique Burgundy	
	Pineapple Tart® Potentilla	Green Foliage	Yellow Flowers		
	PowFume® Viburnum	White, Fragrant Flowers	Dark-Green Glossy Foliage		
2025	**Violet Mist®** Chastetree	Dark Green Foliage	Blue-Purple Blooms		
	Trippy Pink® Butterfly Bush	Green Foliage	Hot Pink Blooms	Green Foliage	
	Courageous® Crabapple	Lilac-Pink Blooms With Maroon Foliage	Green-Bronze Foliage	Yellow-Orange Foliage	
	FlowerFull® Smooth Hydrangea	Green Foliage	White Blooms	Green Foliage	
	Big Beauty® Gardenia	Dark Green Foliage	Double White Blooms	Dark Green Evergreen Foliage	
	Green Wall Spire™ Crabapple	White Blooms With Glossy Green Foliage	Green Foliage	Small Red Fruit And Bronze Foliage	Small Red Fruit

LOOKING FOR THE FULL LIST?
SCAN THE QR CODE!

	ZONE	SUNLIGHT REQUIREMENTS	SIZE		DROUGHT TOLERANT	WET SOILS	SALT TOLERANT	DEER RESISTANT	GOOD FOR CONTAINERS	NORTH AMERICAN NATIVE SPECIES	ATTRACTS POLLINATORS	MASS PLANTING	SCREENING & HEDGES	ADDED INTEREST
			H	W										
	3-8		3-4'	4-5'			●			●	●	●	●	Unique Bloom Color
	3-8		3'	3-4'	●	●		●			●	●		Leaves Stay Dark
	3-8		4-5'	4-5'	●	●		●			●	●		Leaves do not burn in full sun
	3-7		5-7'	5-7'	●	●		●			●	●		Velvet color on underside of leaf
	3-8		4-6’	4-5’	●				●			●		
	2-6		2-3’	2-3’	●			●		●	●	●		
	6-9		6-8’	5-7’	●						●		●	Sweetly Fragrant Blooms
	6-9		3-4’	3-4’	●		●	●	●		●	●	●	
	5-9		6-8’	6-8’	●			●			●		●	Fragrant Blooms
	2-7		20-25’	15-20’	●		●				●			
	3-8		3-4’	4-5’			●			●	●	●	●	
	7-9		6-7’	6-7’			●	●			●		●	Fragrant Blooms
	2-8		18-20’	5-6’	●						●		●	Has an attractive columnar habit

BUILT FOR THE WAY YOU GROW

GROWING ISN'T ONE-SIZE-FITS-ALL AND YOUR PLANT PROGRAM SHOULDN'T BE EITHER.

First Editions® is built to give you options. Plants that finish reliably, fit into your production schedule, and hold their quality as they move from your operation to the next stage are all offered by Bailey. From bareroot to liners to finished containers, the program is designed to help you manage timing, balance labor, and keep product moving without unnecessary complexity.

Behind it all is a collection developed with production in mind with plants selected not just for how they look, but for how they perform through the growing cycle.

Because when the plant works, everything else gets easier.



BAREROOT

Field-grown in the right climates, First Editions® bareroot liners develop strong root systems that support uniform growth and consistent finishing. They provide a dependable starting point for building a successful crop.



JUMPSTARTS®

JumpStarts® liners offer flexibility without sacrificing consistency. With year-round availability and uniform quality, they help you manage timing, spread labor, and keep production moving.

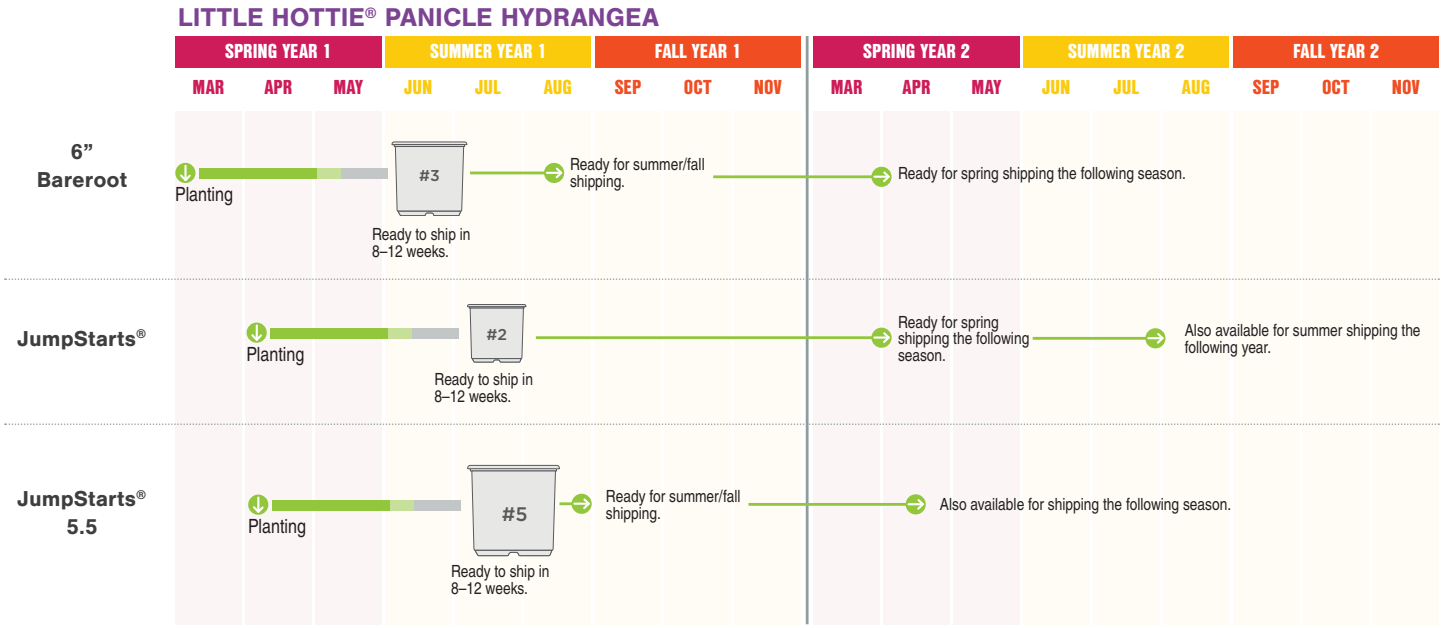


JUMPSTARTS® 5.5

All the benefits of JumpStarts®, with more size up front. The 5.5 liner supports faster finishing and makes stepping into larger containers more efficient and economical.

SEE HOW YOUR STARTING POINT SHAPES YOUR FINISH

Using Little Hottie® Panicle Hydrangea as an example, this chart highlights the timing differences between bareroot and JumpStarts® inputs. Each option gives you flexibility to plan labor, stagger production, and maintain a steady flow of finished product. Note that your results will vary based on climate and location.



FINISHED PLANTS

With strategic crop turns and multiple shipping locations, finished plants help keep your sales lot full of fresh, retail-ready color throughout the season. For landscape professionals, they also give your installations a polished, high-impact look leaving a lasting impression on your clients.



BUILT TO STAND OUT AT RETAIL



POTS & TAGS

At retail, the pot and tag are often the first things your customers notice. That's why we use bright, recognizable packaging designed to stand out. The signature purple pot, colorful tags, and playful messaging help create immediate brand recognition.

The moment a customer walks the bench, you have a chance to capture their attention - or lose it. First Editions® is designed to help you win that moment. From the signature bright purple pot to clear, consumer-friendly tags, every detail works together to create recognition, build confidence, and make plants easier to shop.

Simple merchandising goes a long way. Whether it's grouping by color, pairing Best Buds, or creating a focused display, you can build a stronger in-store presence that invites shoppers to stop, explore, and buy. There's no one way to do it—the goal is to make it easy to see the value, understand how the plants can be used, and feel confident taking them home.



Talk with your sales representative to explore merchandising approaches that fit your store and your customers.

FROM AWARENESS TO ACTION

First Editions® is built to show up where customers are, and when it matters. Through a mix of digital, social, and print marketing, we keep the brand visible and relevant helping drive awareness and interest before customers even reach the store. That momentum carries into the retail environment, where recognizable branding and clear presentation make it easier for customers to engage, explore, and buy.

The result is a stronger connection between what customers see, what they expect, and what they choose.



Advertising

Impactful regional and national print & digital advertising meets consumers where they are, raising awareness, and driving them to garden centers, asking for these brands by name.

Landscape Guides

Tools of the trade. We take the guesswork out of retail assortment and landscape planning.

Social Media

National consumer marketing, and social media support that drives shoppers to purchase.

ONLINE RESOURCES FOR YOUR BUSINESS

Visit the Resources page at **BaileyNurseries.com** for quick access to tools that support your business. From production tips and cultural information to catalogs, brochures, and image and video libraries, the site brings together helpful materials in one place.

These resources are designed to make growing, planting, and selling First Editions® plants easier for you and your team.

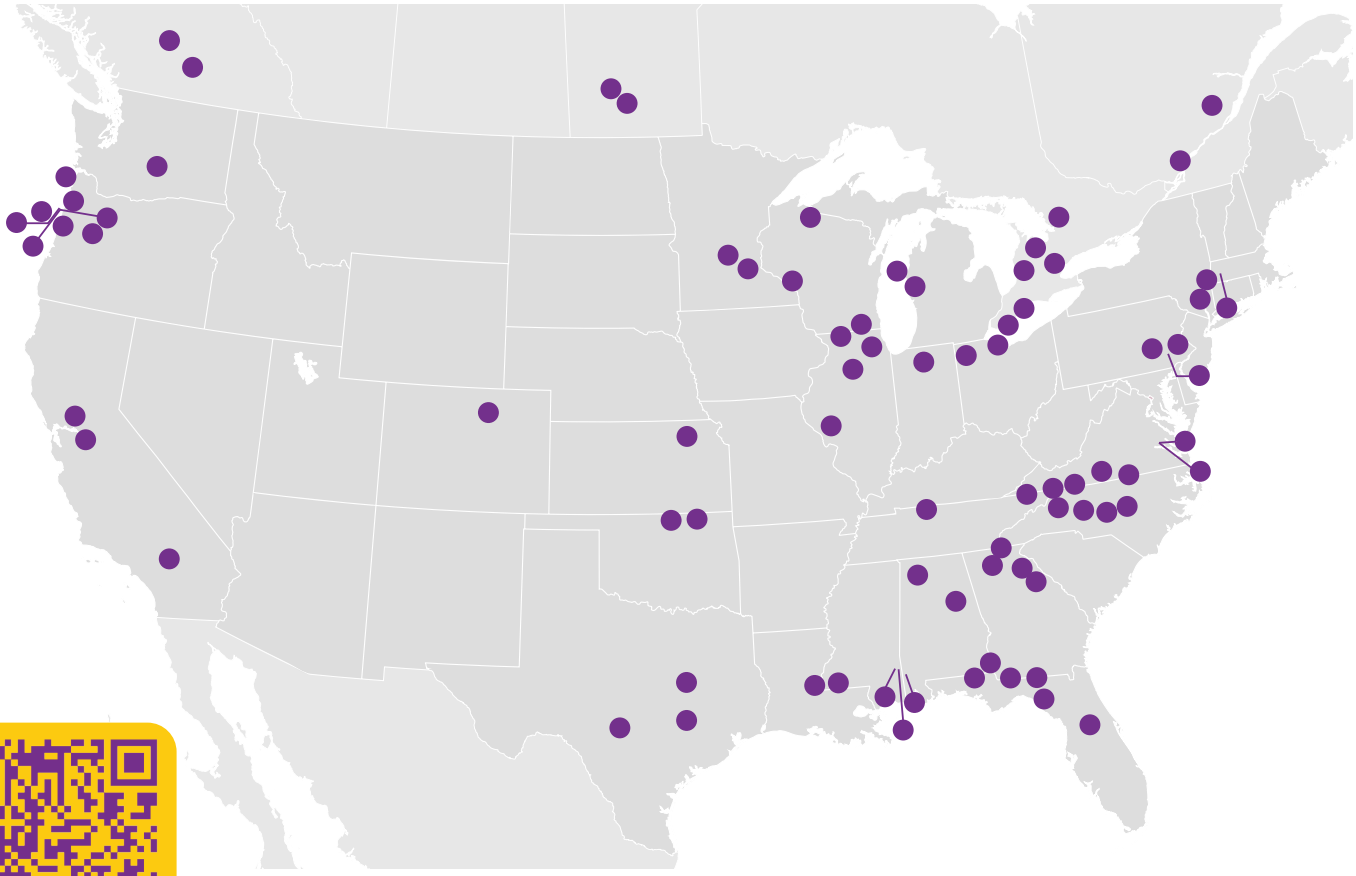


SCAN THE QR CODE TO ACCESS RESOURCES

OUR NETWORK PARTNERS

Looking for First Editions® plants in your area?

Our trusted network partners offer strong regional selections and local availability. Scan the QR code to view the full list and connect with licensed growers near you.



SCAN THE QR CODE TO VIEW THE FULL LIST AND CONNECT WITH LICENSED GROWERS NEAR YOU

FIND AND USE OUR PLANTS IN YOUR DESIGNS AND LANDSCAPE PLANS!

CADdetails

VECTORWORKS

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