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ROSES YOU CAN GROW[™]

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When we began breeding roses in 1991, our focus was to bring only the best varieties to market. They had to be cold hardy, own-root, disease resistant, have repeat blooms, and foliage that stays clean through fall. Over the years it's taken thousands of crosses and hundreds of production and landscape trials across the country to create this collection of nearly 30 modern shrub roses.

WHY EASY ELEGANCE®?

DEMONSTRATED PERFORMANCE

We put Easy Elegance® roses through a gauntlet of landscape and production trials throughout the country so you can sell and plant with confidence. In trials we use no chemicals, pruning, winter cover, or irrigation. If they don't keep flowering with clean, fresh foliage, they simply don't make the cut. Since they are own-root roses, landscape professionals and homeowners can rely on Easy Elegance® to come back true to type, even after harsh winters.

CLASSIC BEAUTY IN A RANGE OF COLORS

Easy Elegance® brings you the best characteristics of hybrid tea roses combined with the reliability of a shrub rose in a broad range of colors and growth habits. Easy Elegance® roses are perfect for the border, landscape bed, mass plantings, and containers.

BRAND RECOGNITION & SUPPORT

Easy Elegance® roses have the right packaging, supply chain, production support, and engaging consumer marketing. Not only are these Roses You Can Grow™, they're the best choice for Roses You Can Sell!

GROWING DEMAND

Consumers want to plant and enjoy with little to no maintenance. More and more, instead of large annual beds, you'll see that homeowners are opting for colorful shrub roses in their landscapes and decorative containers. Savvy landscape professionals can rely on the broad color range and performance Easy Elegance® provides to distinguish their work from the rest of the pack.

BOLD PALETTE. PLENTY OF OPTIONS.



27 VARIETIES SPECIALLY BRED TO BE TOUGH AND RELIABLE

EASY ELEGANCE® ROSES ARE A REFRESHING OPTION OF HARDY, EASY TO GROW
ROSES IN THE LARGEST SELECTION OF COLORS ON THE MARKET.



Find the right shade

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NEW 2020



CHI™
Rosa 'BALLIM'

Chi™ has the most amazing clusters of true red flowers. While small, they are double and formed in large floribunda-type heads creating a mass of color on a nicely compact shrub that gets up to 4' in height. Bred at our farm in Oregon, Chi™ has always been a fantastic performer in the Pacific Northwest. The foliage is dark green and like all Easy Elegance® roses, it is highly disease resistant.

Class: Shrub	Root type: Own-root
Color: Red	HxW: 3-4' x 3-4'
Bloom cycle: Recurrent	Petal count: 37
Flower form & size: Full, 1.5"	Exposure: Full Sun
USDA Hardiness Zone: 5	AHS Heat Zone: 7



OSCAR PETERSON™
Rosa 'AAC333'

Bred in Canada and named after the famous Canadian jazz pianist and composer Oscar Peterson this new rose is not only tough, it's beautiful. Blooming from early summer through fall, the semi-double flowers start out a shade of soft yellow cream that soon turn to bright white with a contrasting center of golden yellow stamens. The flowers are arranged in sprays and the spent petals fall cleanly from the plant. The foliage is dark rich green with excellent disease resistance. It has an upright habit, growing slightly taller than wide. One of the hardiest roses in our Easy Elegance® collection, it lives happily in Zone 3.

Class: Shrub	Root type: Own-root
Color: White	HxW: 2-4' x 2-3'
Bloom cycle: Recurrent	Petal count: N/A
Flower form & size: Semi-double, 3"	Exposure: Full Sun
USDA Hardiness Zone: 3	AHS Heat Zone: 8

INTENSE REDS



KASHMIR
Rosa 'BALmir'

Resembling a hybrid tea rose, the velvety red blossoms are as soft as cashmere and beg to be cut for the vase. With an evenly rounded habit, Kashmir fits perfectly into today's urban landscapes. Try this bold accent plant in the border, foundation or as a low hedge, hugging paths and walkways. Performs well in cooler and warmer regions of the country.

Class: Shrub	Root type: Own-root
Color: Dark red	HxW: 3-4' x 2-3'
Bloom cycle: Recurrent	Petal count: 50
Flower form & size: Very full, 3"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 9



MYSTIC FAIRY®
Rosa 'BALfairy' PP16,131

Irresistible blooms of rich red with pink undertones carpet the plant in massive clusters all summer long. New foliage is glossy red, which slowly gives way to dark green mature leaves, a striking complement to the blooms. This compact, vigorous shrub rose is crown hardy to Zone 4 and resistant to both blackspot and mildew. Mystic Fairy® has sterile flowers, produces no hips and doesn't know how to quit blooming.

Class: Shrub	Root type: Own-root
Color: Red blend	HxW: 3-4' x 3-4'
Bloom cycle: Everblooming	Petal count: 27
Flower form & size: Full, 2"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 8

BRIGHT SCARLETS



COMO PARK

Rosa 'BALark'

Great for beginners, this is one beautiful, tough rose. Como Park has consistently proven itself in Minnesota trials. Dark green foliage unfurls with a touch of red and stays clean all season long. Compact, rounded form will be covered from top to bottom in medium red, double blossoms. Plant in groups for a bright accent.

Class: Shrub	Root type: Own-root
Color: Medium red	HxW: 2.5-3' x 2-4'
Bloom cycle: Recurrent	Petal count: 25
Flower form & size: Double, 3"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 7



SCREAMING NEON RED™

Rosa 'BALneon'

Intense color, superior performance. Screaming Neon Red™ is sure to be a standout for any garden. With vibrant flower power and repeat blooms throughout the season, this compact rose is the perfect choice as an accent or in a mass planting. Remarkably rich, disease resistant, dark green foliage turns a lovely burgundy-red in fall.



*Biltmore International Rose Trials
Award Winner 2017: Most Outstanding, Most
Disease resistant, Best Shrub, Best Growth Habit*

Class: Shrub	Root type: Own-root
Color: Medium red	HxW: 3-4' x 2-3'
Bloom cycle: Recurrent	Petal count: 4-8
Flower form & size: Single, 2-2.5"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 8



PAINT THE TOWN
Rosa 'BAItown' PP18,060

Wonderful clusters of red hybrid tea-shaped blooms carpet this rose from head to foot. Glossy, dark green foliage accents the red flower color perfectly and highlights the incredible flower effect all season long. The even spreading-to-mounded habit is as well-suited to container gardening as it is to the border. Highly disease resistant. Performs well in cooler and warmer areas of the country.

Class: Shrub	Root type: Own-root
Color: Medium red	HxW: 2-3' x 2-4'
Bloom cycle: Everblooming	Petal count: 20
Flower form & size: Double, 3.5"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 9



SUPER HERO
Rosa 'BAIsuhe' PP20,486

You don't have to be a Super Hero to grow great roses. Clusters of perfect, hybrid tea-shaped red blossoms stand out strongly against clean, medium to dark green satiny foliage. Try this neat, compact, disease resistant shrub in the border or foundation planting. Grows well in cooler and warmer regions.



American Rose Trials for Sustainability® (ARTS)
Master Rose Winner - 2018

Class: Floribunda	Root type: Own-root
Color: Medium red	HxW: 3-6' x 3-6'
Bloom cycle: Everblooming	Petal count: 35-40
Flower form & size: Full, 2-3"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 8



ROMANTIC PINKS



GRANDMA'S BLESSING

Rosa 'BAling' PP16,993

Resembling a hybrid tea with large, full, dusty-pink blossoms, this beauty is so sweet we named it after Margaret 'Grandma' Bailey. Grandma's Blessing has a symmetrical, vase shaped form and dark green, disease resistant foliage. Stunning color combines beautifully with many perennials. Also makes an elegant low hedge. Crown hardy in Zone 4 with winter protection.

Class: Shrub Root type: Own-root

Color: Medium pink HxW: 2.5-5' x3-4'

Bloom cycle: Recurrent Petal count: 32

Flower form & size: Full, 2-3" Exposure: Full Sun

USDA Hardiness Zone: 5 AHS Heat Zone: 9



HEAD OVER HEELS

Rosa 'BAleels'

Full, fluffy, fragrant light pink flowers bloom repeatedly through the summer. This upright rose, with dark, glossy green foliage is an excellent choice for the middle of a garden border.

Class: Shrub Root type: Own-root

Color: Light pink HxW: 3' x 2.5-3'

Bloom cycle: Recurrent Petal count: 30-40

Flower form & size: Full, 2" Exposure: Full sun

USDA Hardiness Zone: 4 AHS Heat Zone: 8

KISS ME

Rosa 'BAIsme' PP18,506

Decidedly the most fragrant rose in the Easy Elegance® Collection, Kiss Me bears clusters of large, double, clear pink blooms, reminiscent of English roses. It blooms repeatedly through the growing season, and is especially attractive in the perennial border. Highly disease resistant foliage adds to its appeal as a cut flower.

Class: Grandiflora	Root type: Own-root
Color: Pink blend	HxW: 3-4' x 2-3'
Bloom cycle: Recurrent	Petal count: 20-25
Flower form & size: Double, 4"	Exposure: Full Sun
USDA Hardiness Zone: 5	AHS Heat Zone: 8



LITTLE MISCHIEF

Rosa 'BALief' PP17,196

Little Mischief is one of the best-selling roses in the Easy Elegance® Collection for a reason. It is consistent, hardy, disease resistant and everblooming, filling your garden with color all summer long. New blooms are a deep pink color with a white eye and contrast wonderfully with the older, light pink blooms. It is low growing, making it a wonderful companion plant in a border, hedge or decorative container. Its foliage is a glossy green that remains clear of blackspot and disease throughout the season.

Class: Shrub	Root type: Own-root
Color: Deep pink	HxW: 2-3' x 2-4'
Bloom cycle: Everblooming	Petal count: 19-24
Flower form & size: Double, 1"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 8





MY GIRL

Rosa 'BAIgirl' PP19,952

Adorable, round, deep pink buds are held in clusters of 5 to 30, opening to ruffly blossoms so full they almost hide the centers. Backed by medium green foliage, proven to be highly resistant to black spot with little to no defoliation. Compact, upright habit with good repeat bloom, My Girl makes a dazzling color statement in any border. Performs extremely well in both cooler and warmer regions.

Class: Shrub	Root type: Own-root
Color: Deep pink	HxW: 3-5' x 3.5-5'
Bloom cycle: Recurrent	Petal count: 28-30
Flower form & size: Full, 2-3"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 9



PINKTOPIA

Rosa 'BALmas'

Pinktopia is an ideal accent or hedge plant. Masses of pink flowers are surrounded by dark green foliage and red new growth, creating a beautiful contrast.

Class: Shrub	Root type: Own-root
Color: Medium pink	HxW: 4' x 3'
Bloom cycle: Recurrent	Petal count: 10-15
Flower form & size: Semi-double, 3"	Exposure: Full Sun
USDA Hardiness Zone: 5	AHS Heat Zone: 8



SUNRISE SUNSET
Rosa 'BAIset' PP16,770

As the name implies, Sunrise Sunset is a stunning blend with bright fuchsia-pink petals blending to apricot near the centers. Blue-green foliage is disease resistant on this everblooming shrub rose. Its dense, spreading habit makes it an ideal ground cover and is also well suited to mass plantings. A vigorous grower performs extremely well in cooler and warmer regions of the country.



Portland Rose Society
Best Shrub Winner - 2016

American Rose Trials for Sustainability™ (A.R.T.S.)
Master Rose Winner - 2018

Class: Shrub	Root type: Own-root
Color: Pink blend	HxW: 3-6' x 4-7'
Bloom cycle: Everblooming	Petal count: 13-19
Flower form & size: Semi-double, 2-2.5"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 9

STATEMENT BLENDS



ALL THE RAGE
Rosa "BAIrage" PP 19,945

A delightful, multi-colored rose with tight coral buds swirling open to apricot colored blossoms with luminous yellow centers. All the Rage blooms steadily all season so there is always a range of colors to enjoy. Blooms age to lipstick pink before dropping cleanly away. Add to that astonishingly clean, disease resistant foliage and a perfectly round form, and you have an easy care rose that's truly All the Rage. Performs extremely well in cooler and warmer climates.

Class: Shrub	Root type: Own-root
Color: Apricot blend	HxW: 3-5' x 2-4.5'
Bloom cycle: Everblooming	Petal count: 10-12
Flower form & size: Semi-double, 3-4"	Exposure: Full sun
USDA Hardiness Zone: 4	AHS Heat Zone: 8



CALYPSO
Rosa 'BALypso'

Numerous delightful apricot blooms cover this compact mounded shrub rose. Dark glossy green foliage. Recurrent double blooms promise color throughout the season. An ideal accent for the garden or foundation planting.

Class: Shrub	Root type: Own-root
Color: Apricot blend	HxW: 2' x 2'
Bloom cycle: Recurrent	Petal count: 25
Flower form & size: Double, 2.5"	Exposure: Full sun
USDA Hardiness Zone: 5	AHS Heat Zone: 8



CORAL COVE

Rosa 'BAlove'

Incredible color, petite size, super disease resistant, what more could you want? This everblooming gem has double blooms whose outer petals are dark pink changing to orange and finally to bright yellow at the center. The small, perfectly rounded form makes an outstanding informal hedge along a walkway or garden path. The color is so easy to combine it should have a place in every perennial border.



Portland Rose Society
Best Shrub Rose Winner - 2014

Class: Shrub	Root type: Own-root
Color: Orange-pink blend	HxW: 2-3.5' x 2-4.5'
Bloom cycle: Everblooming	Petal count: 20
Flower form & size: Double, 3"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 8



FUNNY FACE®

Rosa 'BAface' PP15,753

She's Back!

Pink and white painted blooms make this rose stand out from the crowd. No two flowers are quite the same. A prolific bloomer with a compact, upright-to-rounded form and clean, disease resistant foliage.

Class: Shrub	Root type: Own-root
Color: Pink blend	HxW: 3-4' x 2-3'
Bloom cycle: Everblooming	Petal count: 12
Flower form & size: Semi-double, 3-4"	
Exposure: Full Sun	
USDA Hardiness Zone: 4	AHS Heat Zone: 8





MUSIC BOX

Rosa 'BALbox'

An exhibition of color, Music Box sings with double blooms of creamy yellow centers surrounded by delicate pink blends. An everblooming mound of blossoms sits atop glossy medium green foliage that is resistant to disease. An ideal accent that will bring harmony to your garden.

Class: Shrub	Root type: Own-root
Color: Yellow blend	HxW: 3.5-5' x 3-4.5'
Bloom cycle: Everblooming	Petal count: 30-35
Flower form & size: Double, 2"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 8



SWEET FRAGRANCE

Rosa 'BALnce' PP19,969

Hybrid tea-shaped buds in tropical tints of coral and orange with a deep yellow base swirl open to full, sweetly fragrant, apricot blossoms. Each bloom matures to salmon-pink adding interest with the range of color. Clusters of buds and blooms are held on sturdy canes making them perfect for cutting. A vigorous, upright grower with excellent disease resistance.



*Portland Rose Society
Best Hybrid Tea Winner - 2008 & 2009*

Class: Grandiflora	Root type: Own-root
Color: Apricot	HxW: 2-4' x 2-3'
Bloom cycle: Everblooming	Petal count: 35
Flower form & size: Full, 3-4"	Exposure: Full Sun
USDA Hardiness Zone: 5	AHS Heat Zone: 8

HAPPY YELLOWS



HIGH VOLTAGE *Rosa 'BALage'*

Shockingly beautiful clusters of double yellow blossoms are held high on sturdy canes. Super clean foliage complements the fragrant blooms. Upright, vase-shaped habit will stand out in the back of the border or command attention if planted as a focal point.



*Portland Rose Society
Best Shrub Rose - 2010*

Class: Shrub	Root type: Own-root
Color: Medium yellow	HxW: 4-5' x 2-4'
Bloom cycle: Recurrent	Petal count: 22
Flower form & size: Double, 2-3"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 8



YELLOW BRICK ROAD *Rosa 'BAload' PP19,046*

Neat, round, compact shrub covers itself with clusters of old-fashioned, lemon-yellow blossoms. Interestingly, the outer petals are slightly lighter in color. Blooms mature to butter-cream, extending the palette of colors. Will add a splash of color in the front of the border, as a groundcover and also as a low hedge. Excellent blackspot resistance, which is hard to find in yellow roses.



*Portland Rose Society
Best Hybrid Tea Winner - 2007*

Class: Shrub	Root type: Own-root
Color: Deep yellow	HxW: 2-3' x 2-3'
Bloom cycle: Recurrent	Petal count: 38
Flower form & size: Full, 2-3"	Exposure: Full Sun
USDA Hardiness Zone: 5	AHS Heat Zone: 8





YELLOW SUBMARINE

Rosa 'BAline' PP16,659

Clusters of bright lemon-yellow blossoms age to soft yellow and finally to white, creating a spectrum of yellows on one plant. This beauty has an upright habit and disease resistant foliage. Most attractive when planted in groups with other shrubs and perennials. Crown hardy in Zone 4 with mulch for winter protection.

Class: Shrub	Root type: Own-root
Color: Medium yellow	HxW: 2-4' x 2-3'
Bloom cycle: Recurrent	Petal count: 32
Flower form & size: Full, 2"	Exposure: Full Sun
USDA Hardiness Zone: 5	AHS Heat Zone: 8

STYLISH WHITES

CHAMPAGNE WISHES

Rosa 'BAI Cham'

Clusters of soft apricot buds open fully to blooms of antique white with just a hint of apricot before fading to a clear white. Combines beautifully with perennials in a mixed border or plant as a refined low hedge. Disease resistant medium green foliage.



Portland Rose Society
Best Rose Winner -2017

Class: Shrub	Root type: Own-root
Color: White	HxW: 3-4' x 2-3'
Bloom cycle: Recurrent	Petal count: 24-31
Flower form & size: Full, 3"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 7





MACY'S PRIDE™

Rosa 'BALcream' PP15,574

This delightful rose was selected by Macy's Department Store for their centennial. Lemon-yellow buds open to creamy-white full flowers with good substance. Flowers age gracefully and take on a hint of pink. Disease resistant foliage, red rimmed when immature, ages to a beautiful semi-glossy, medium green. Relatively thornless.



New England Rose Society
Best Shrub Winner - 2005

Class: Shrub	Root type: Own-root
Color: White	HxW: 3.5-5' x 2-4'
Bloom cycle: Recurrent	Petal count: 22
Flower form & size: Double, 4-5"	Exposure: Full Sun
USDA Hardiness Zone: 5	AHS Heat Zone: 8



SNOWDRIFT

Rosa 'BALriff' PP19,036

Like a snowdrift in summer, the habit is upright and amazingly uniform with blooms covering the plant all the way to the ground. Gorgeous, very full, cup shaped blossoms of creamy white, with just a hint of apricot noticeable in the center, quite reminiscent of English roses. Each cluster of blossoms retains its pure color before dropping cleanly. This hardy, disease resistant beauty is at home in any border and also makes a graceful hedge.

Class: Shrub	Root type: Own-root
Color: White	HxW: 3-4' x 3-4'
Bloom cycle: Recurrent	Petal count: 50
Flower form & size: Very full, 2"	Exposure: Full Sun
USDA Hardiness Zone: 4	AHS Heat Zone: 8

As a fellow grower, we understand that production success begins with selecting the right liner. At Bailey, we offer Easy Elegance® Roses in both bareroot and JumpStarts® potted liners so you can keep your rose production going no matter the time of year. Many growers prefer to leverage the best of both bareroot and potted liner production to round out their programs, using spring bareroot for early and summer production, while planting JumpStarts® after the busy spring for late summer and following year crops.



Pictured:
Super Hero Rose
Bareroot



Pictured:
Calypso Rose
JumpStarts®



Pictured:
Calypso Rose

PRODUCTION TIPS

- Maintain consistent moisture levels during the growing season and avoid watering at night.
- Plant spring through fall, with bareroot planting best in spring.
- Use preventative fungicide treatments during the growing season.
- Stage pruning is recommended to maintain blooms throughout the growing season.

FINISHING TIMES

Bareroot

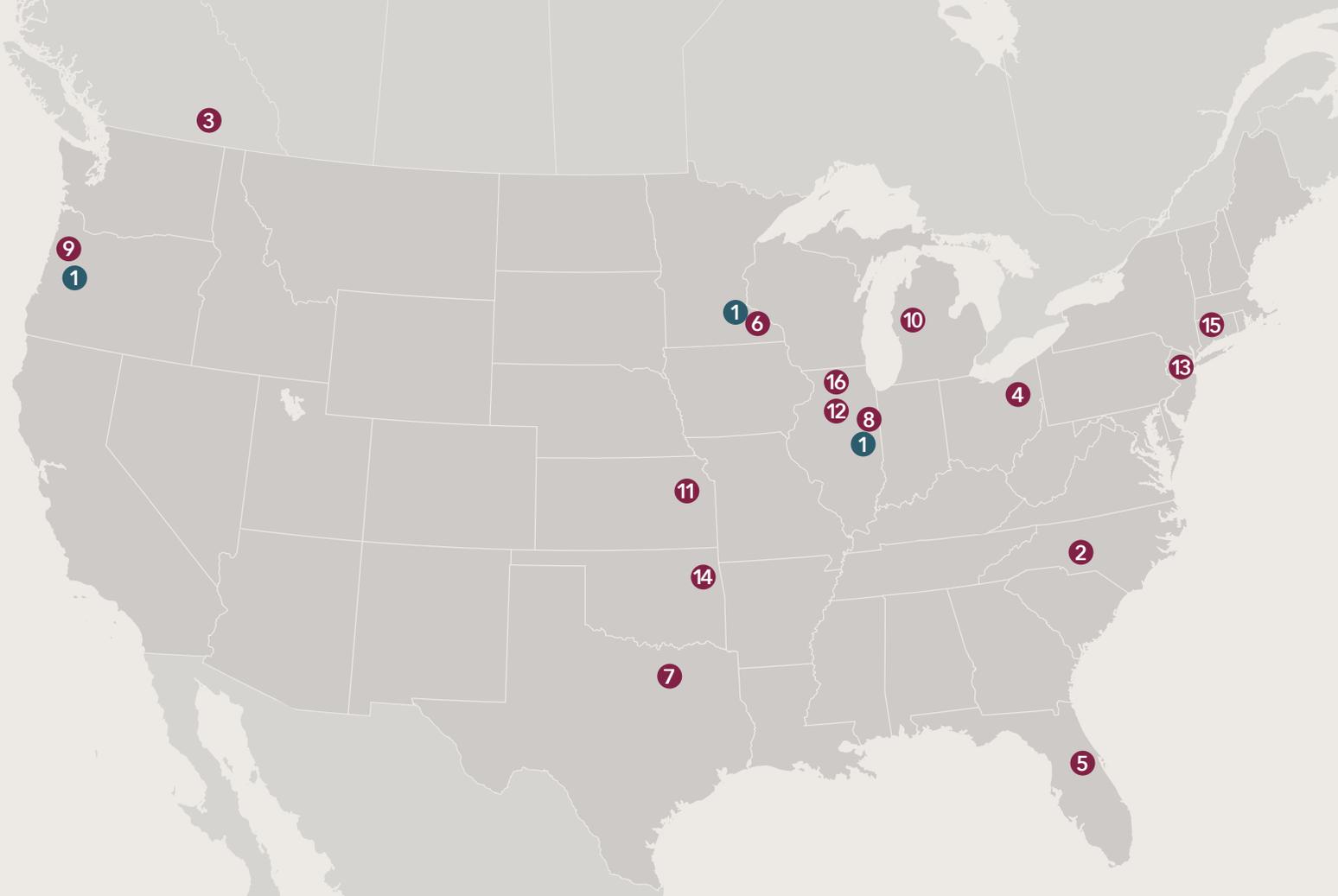
6-8 weeks



JumpStarts®

10-12 weeks





SUPPLY CHAIN

With a network of quality growers, finished plants are readily available from licensees across North America.

- | | |
|------------------------------|-------------------------------|
| 1. Bailey Nurseries, Inc. | 10. Lincoln Nurseries, Inc. |
| 2. Baucom's Nursery, Inc. | 11. Loma Vista Nursery, Inc. |
| 3. Bron & Sons Nursery, Co. | 12. Midwest Groundcovers LLC |
| 4. The Cottage Gardens, Inc. | 13. Overdevest Nurseries, LP. |
| 5. Dewar Nurseries, Inc. | 14. Park Hill Nursery |
| 6. Gerten's® | 15. Prides Corner Farms |
| 7. J. Berry Nursery | 16. Wilson Nurseries |
| 8. Kankakee Nursery Co. | |
| 9. Kraemer's Nursery, Inc. | |

INTERESTED IN BECOMING A GROWER?

As the excitement about Easy Elegance® continues to increase, we're looking to expand our licensee network to make it even easier to access finished plants throughout the season. Interested in becoming a licensed grower and have the production capacity to reach retail and landscape markets? We want to talk to you.

Please contact us at sales@baileynurseries.com for details.



MARKETING SUPPORT

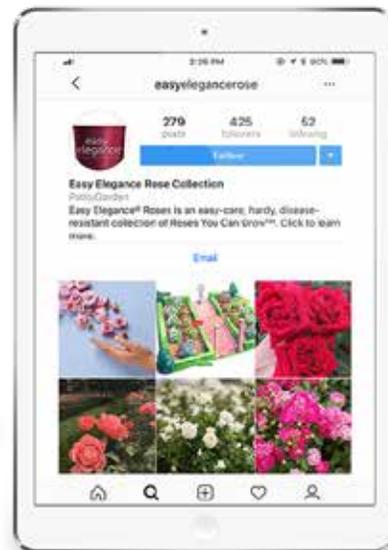
Capturing attention and creating demand is what we live and breathe. We use the distinctive pot and tag, along with a full range of marketing tools, to build confidence and market demand at the consumer and retail buyer level.

Roses You Can Grow™ is more than a catchy tag line. It's a true statement based on cold hardiness, rebloom and disease resistance so we shout it out through our integrated marketing plans including social media, text programs, media relations and publicity events. Ask us how we can help you promote Easy Elegance® with your customers.

RETAILERS

WEB • SOCIAL • DIGITAL ADVERTISING

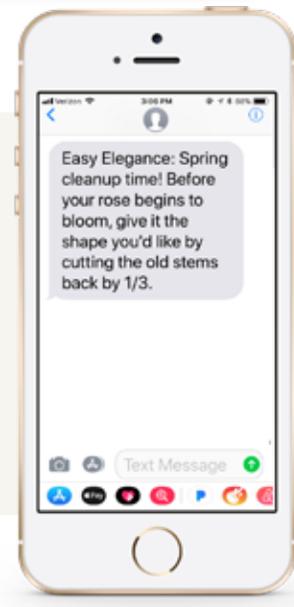
We have content ready to share for you! Our robust social library is always available for you to use on Facebook, Instagram, and Pinterest.



TEXT

Consumer success is paramount, so we make it easy with a mobile care program that provides timely gardening tips that are regionally specific. A short message delivered once a month provides a quick reminder that is always free from spam, and available in English, French, or Spanish.

SIMPLY TEXT 'EASY ELEGANCE' TO 73095 TO JOIN TODAY!



RETAIL PACKAGING AND IN-STORE SUPPORT

Connect with shoppers and drive Easy Elegance® sales using creative, bright, and effective visual signage and packaging. Large tags provide not only variety information, but also feature the mobile care program for timely support.





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ROSES YOU CAN GROW™

EasyEleganceRoses.com