

Branding Your Green Platform



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G R O W I N G W H A T ' S N E X T TM



As a fifth-generation, family-owned company, we take pride in providing our customers with the best horticultural products and services, year after year.



Our mission is to help retailers, growers and landscapers create a world landscape that is more beautiful, diverse and sustainable.



Innovation

FRESH VARIETIES THAT CUSTOMERS WILL LOVE

Innovation has always been a hallmark of Bailey. In addition to Bailey Innovations™, our in-house breeding program, we work with industry-leading breeders around the globe.



BAILEY

Endless
Summer®

FIRST®
EDITIONS

easy
elegance®

Marketing

Bailey has been an industry leader in brand marketing since 2004 when Endless Summer® Hydrangeas burst on the scene. We haven't looked back ever since.



Mechanization

Always on the forefront of solutions to improve efficiency and to advance cultural growing techniques.



Plant Development

Bailey partners with breeders around the world to introduce new and exciting varieties to the market.



BAILEY

Endless
Summer

FIRST
EDITIONS

easy
elegance

Family roots



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PLANTING CREW - 1979

My background



BAILEY

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Influences



BAILEY

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EDITIONS

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Family



1959



2016

Evolution of brands



BAILEY

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Summer

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EDITIONS

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Evolution of brands

- Exceptional genetics
- Regional product mixes
- Strong national brand with national marketing program
- Proven in production
- Retail appeal
- End user performance
- Aggressive but strategic product development program



Evolution of brands

24 varieties of shrub roses in an array of colors and habits

Bred for cold hardiness & disease resistance

Everblooming or strongly recurrent

Trialing new genetics



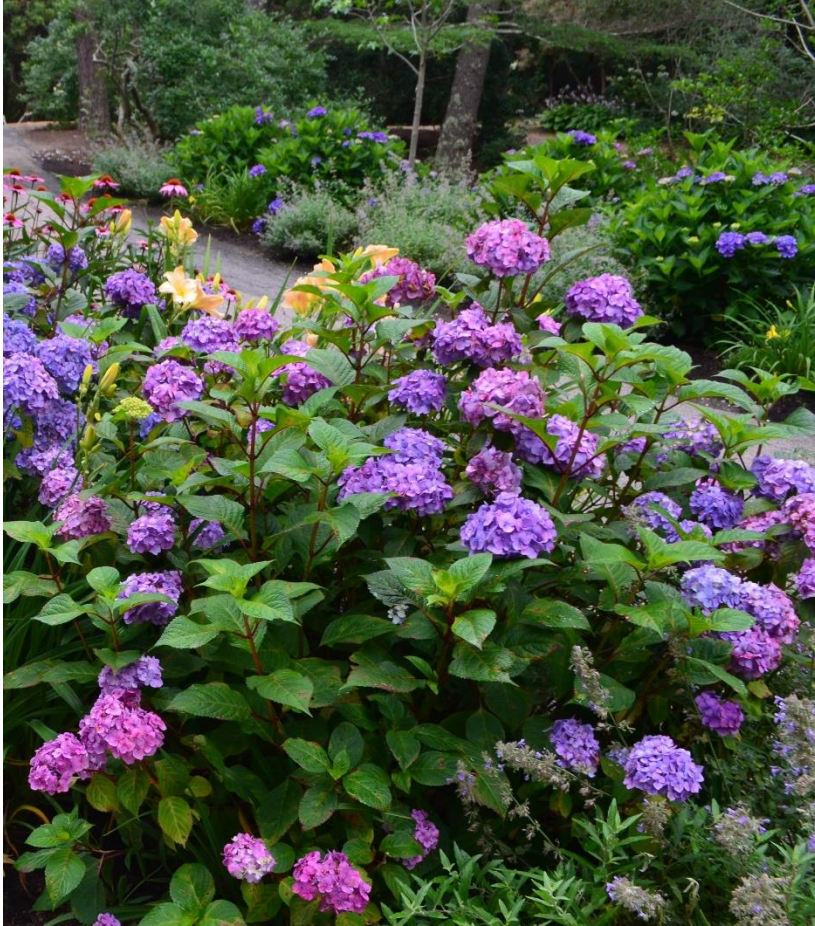
Beautiful Blooms



Summer Crush® Hydrangea



BloomStruck® Hydrangea



Butterfly Bush *Buddleia davidii*

With big wands of fragrant flowers in bright colors, Buddleia is the quintessential summer flowering shrub. Our selections flower continuously into fall if old blooms are removed. Older plants are easily rejuvenated in the garden by moderate to severe pruning when needed.



	Funky Fuchsia™	Groovy Grape™	Psychedelic Sky™
ZONE	5-9	5-9	5-9
HEIGHT	6-8'	8-10'	4-6'
WIDTH	6-8'	6-8'	4-5'
EXPOSURE	Full Sun	Full Sun	Full Sun
SHAPE	Rounded to upright	Rounded to upright	Upright

Funky Fuchsia™ Butterfly Bush



Sapphire Surf™ Caryopteris



Vanilla Strawberry™ Hydrangea



Berry White™ Hydrangea



Strawberry Sundae® Hydrangea



Seed pods

Fiber Optics™ Buttonbush



Brilliant berries

Galaxy™ Snowberry



Candy™ Snowberry



Wildfire™ Winterberry



Autumn Revolution™ Bittersweet



Winter interest



Neon Burst™ Dogwood



Southern charm

Vintage Jade™ Distylium



BananAppeal™ Ilicium



Connections



EMERGENT | Far West Get Together 2013



BAILEY

Endless
Summer

FIRST
EDITIONS

easy
elegance

Personal Connections



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Summer

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SEED YOUR FUTURE



THANK YOU

