



**bloomin'
easy**[®]
PLANT, WATER, RELAX.[®]

***The Plant Brand for
Young Homeowners***

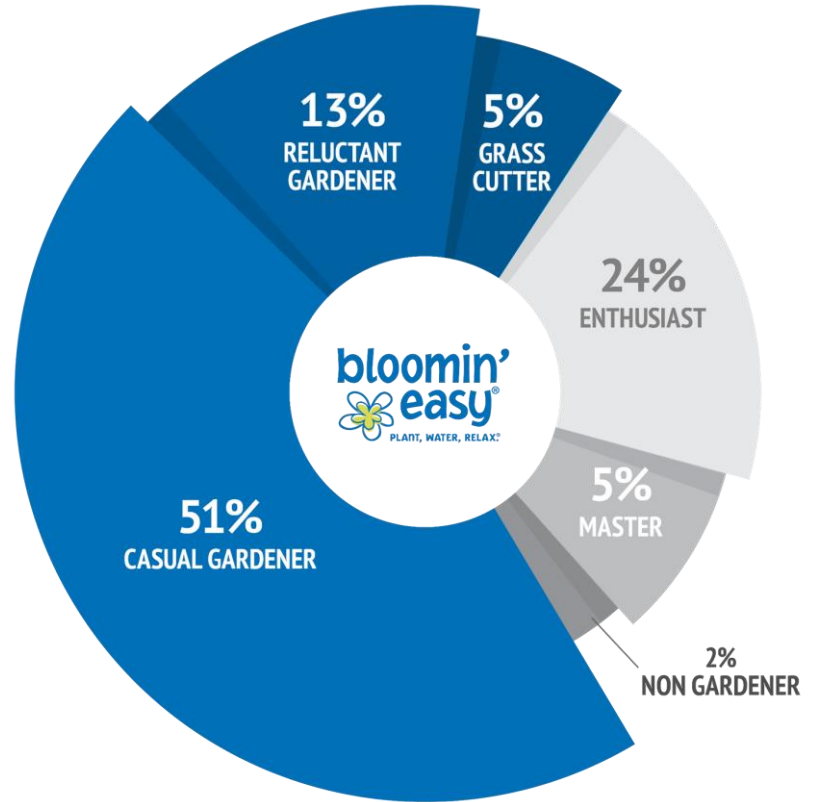
Why are growers jumping in with Bloomin' Easy?

1. Diversification for grower and retailer
1. BE focuses on the most coveted group, **the young homeowners**



BE Focused

Bloomin' Easy focuses on the **69%** of households that identify as Casual, Reluctant or “Just Cut the Grass” Gardeners.



The Problem:

Young homeowners
worry they will fail
when it comes to plants





There's a **Bloomin' Easy** solution to their fears.

- Easy-care plants
- **How-to support + Care Reminders**

Cutting-edge Genetics

Breeders continue to give us their world-class selections that offer young homeowners the following Bloomin' Easy traits:



Low-maintenance



More compact



Disease-resistant

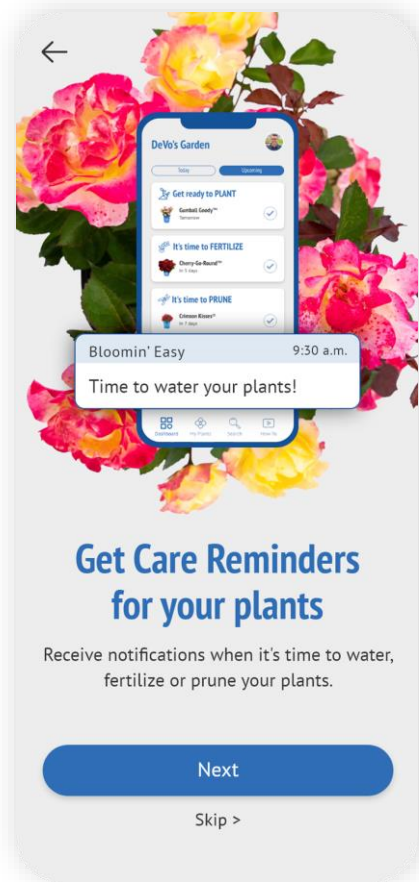
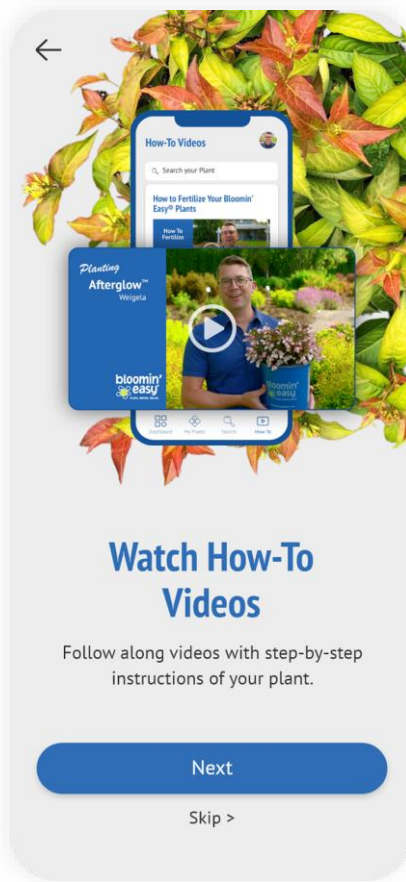


Extended flowering



Bloomin' Easy Care+ App

Bloomin' Easy offers the **most innovative support tools** of any major plant brand





Miss Digs AI Chat Bot

- Available 24/7 to answer gardening and product questions
- Provides advice backed by Bloomin' Easy's expertise

Bloomin' Easy in Augmented Reality

- First to use augmented reality to preview BE varieties in any space!



Bloomin' Easy Industry Pro Tools



BE assets portal
with photos, sales tools
and much more



You get exclusive partner
access for your sales and
marketing needs



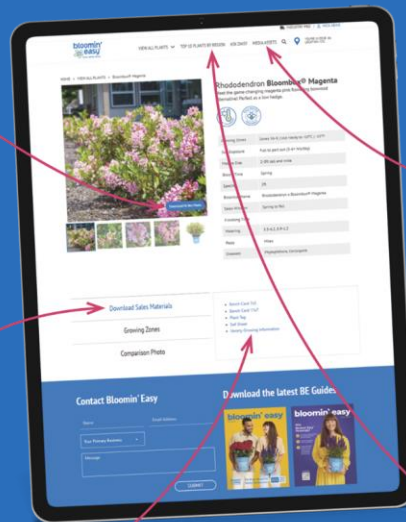
Download High
Resolution Photos



Download Sales
Materials



Get Variety Growing
Info Sheets



Access the Media Assets
Library



Use the Top 10 Plants
by Region Tool

Create your free login at bloomineasyplants.com/signup


Retail Package

Bloomin' Easy® offers young homeowners the most relevant retail presentation today.

The message connects.





 **bloomin' easy**[®]
PERENNIAL COLLECTION



NEW for 2026

Exclusive

Low Rider™ Gaillardia

Dense and compact, loaded with vibrant red-yellow blooms from summer through fall.

- 8-10in tall and 12in wide
- Zones 5-9
- Full sun
- Pink, red, orange flowers in summer to fall



NEW for 2026

Exclusive



MoonShadow™ Morello Hibiscus

Bold red blooms emerge weeks earlier against dark foliage; improved compact form.

- 4ft tall and 3ft wide
- Zones 4-9
- Full sun
- Red flowers in summer to fall



NEW for 2026

Exclusive

MoonShadow™ Rosita Hibiscus

Blush-pink blooms emerge weeks earlier against dark foliage; improved compact form.

- 4ft tall and 3ft wide
- Zones 4-9
- Full sun
- Pink flowers with red center in summer to fall

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PERENNIAL COLLECTION



NEW for 2026

Exclusive

Center of Attention™ Phlox

Soft pink blooms with bold centers, compact form, disease-resistant foliage.

- 18-24in tall and 14-16in wide
- Zones 4-9
- Full sun
- Pink flowers in late spring to summer

NEW for 2026

Exclusive

Confetti Cake™ Phlox

Crisp white blooms with pink eyes, compact form, disease resistant foliage.

- 24-30in tall and 16-18in wide
- Zones 4-9
- Full sun
- White and pink flowers in late spring to summer



Pink Pearl Agastache

Two-toned pink blooms with fragrant foliage attract hummingbirds all season.

- 8in tall and 16in wide
- Zones 6-10
- Full sun
- Pink flowers in late spring to summer

NEW for 2026

Exclusive

Forged By Fire™ Silene

Deep green foliage loaded with fiery red blooms each spring.

- 12-18in tall and 10-12in wide
- Zones 4-8
- Full to part sun
- Red flowers in spring
- Native to North America





Milly Rock™ Rose

Achillea millefolium

Compact, sturdy and flowers continuously from late spring to fall

- 10-12in tall and wide
- Zones 4-9
- Full Sun
- Attracts bees, butterflies, deer resistant, rabbit resistant, frost tolerant



Dreameria® Sweet Dreams *Armeria pseudarmeria*

This beautiful breakthrough in Armeria breeding provides frost-to-frost flowering in containers or in the garden

- 10-12in tall and wide
- Zones 5-9
- Full Sun
- Heat & drought tolerant and easy to grow
- Deer resistant and pollinator friendly



Solanna™ Golden Sphere *Coreopsis grandiflora*

Producing an abundance of fluffy,
golden-yellow flowers

- 12-24in tall and wide
- Zones 5-9
- Full sun
- Blooms late spring to fall
- Deer resistant and pollinator friendly



Laser Beam™ Delphinium

Strong stems support full flowers with large florets for an impressive summer display.

- 24-30in tall and 14-16in wide
- Zones 3-8
- Full sun
- Blue flowers in summer



Glamour Time™ Dianthus

Turning heads with fragrant, continuously blooming, rich magenta flowers covering cookie-cutter compact form.

- 6-8in tall and 10in wide
- Zones 5-9
- Full sun
- Pink flowers in late spring to early fall
- Deer resistant and pollinator friendly



Double Scoop™ Strawberry Deluxe Echinacea

Compact, branches well to produce many flowers, beautiful pom pom style double flower

- 2ft tall and 1.5ft wide
- Zones 4-9
- Full sun
- Flowers from late spring to fall
- Deer resistant and pollinator friendly



Double Scoop™ Watermelon Deluxe Echinacea

Bold flower color, more branching and better flowering as a double

- 2ft tall and 1.5ft wide
- Zones 4-9
- Full sun
- Won two Retailer's Choice Awards in 2023
- Deer resistant and pollinator friendly

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AWARD
WINNING



Vanilla Drip™ Echinacea

This improved Echinacea looks fresher than the rest with loads of white double flowers atop its tidy form.

- 18-24in tall and 12in wide
- Zones 4-9
- Full sun
- White flowers in summer
- Pollinator friendly



Paris Heuchera

Eye-catching color combo of large rich pink flowers against bright green foliage dusted with white

- 1ft tall and wide
- Zones 4-9
- Full sun part shade
- Continuous blooms from May until frost
- Deer resistant and pollinator friendly



Spice Curls™ Heuchera

Dense, compact and striking silvery purple foliage with red undersides are topped with showy red flowers.

- 12-14in tall and 14-16in wide
- Zones 4-9
- Full to part sun
- Red flowers in spring through summer



Shanghai Heuchera

Eye-catching color combo of purple-silver foliage adorned with white reblooming flowers

- 2ft tall and 1ft wide
- Zones 4-9
- Full sun part shade
- Adds some winter interest to the garden
- Deer resistant and pollinator friendly



Superblue Lavender

Lavandula angustifolia

Rich and saturated, 'SuperBlue' produces blooms that are tighter together, delivering more color and fewer airy gaps

- 10-12in tall and wide
- Zones 5-8
- Full sun
- The plant emits a heavenly fragrance
- Deer resistant and pollinator friendly



Ooh La™ Lagrande Leucanthemum

Earlier flowering, bright white that stays
'clean' longer

- 1ft tall and wide
- Zones 4-9
- Full sun
- Deadheading and feeding will encourage multiple rounds of flowering
- Deer resistant and pollinator friendly



Tidepool™ Sky Blue Lithodora

Tidepool™ has a true blue stand-out color and tidy habit creating great producibility

- 6-10in tall and 12-24in wide
- Zones 5-9
- Full to part sun
- The habit is fuller and refined and flowers throughout the plant
- Deer resistant and pollinator friendly



SylvesterBlue™ Nepeta

Fuller display with dense branching
covered in true blue flowers

- 1ft tall and 2.5ft wide
- Zones 3-8
- Full sun, part shade
- Well-branched and compact
- Deer resistant and pollinator friendly



Ka-Pow® Pink Phlox paniculata

The excellent branching characteristics of this Phlox series ensure an abundance of flowers throughout the Summer

- 18in tall and wide
- Zones 4-9
- Full sun
- Beautiful bouquets of flowers in late spring through summer
- Very clean foliage
- Deer resistant and pollinator friendly



Solar Sisters™ Rudbeckia

Loaded with bright double flowers that resemble mums, starting yellow, adding orange and copper as nights cool.

- 18-24in tall and 14-16in wide
- Zones 7-9
- Full sun
- Heavy flowering June to frost



Blue By You

Salvia nemorosa

Bushy clump of grey-green leaves, with upright spikes of violet-blue flowers

- 18in tall and wide
- Zones 4-8
- Full to part sun
- Repeat blooming several times during the growing season
- Won AAS award in 2022
- Deer resistant and pollinator friendly

AWARD
WINNING

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Perpetual Purple™ Salvia

Get 4-6 weeks additional color from the rich purple calyx beneath the petals!

- 16-18in tall and wide
- Zones 5-8
- Full sun
- Blooms in spring to fall
- Deer resistant and pollinator friendly



Puff Pastry™ Raspberry Sedum

Strong upright form doesn't split and supports raspberry red flowers which age without turning brown.

- 12-14in tall and 14-16in wide
- Zones 5-9
- Full sun
- Red flowers in summer
- Pollinator friendly



Puff Pastry™ White Chocolate Sedum

Strong upright form doesn't split and supports creamy white-yellow flowers which age without turning brown.

- 12-14in tall and 14-16in wide
- Zones 5-9
- Full sun
- White and yellow flowers in summer
- Pollinator friendly



Moody Blues® Sky Blue *Veronica hybrida*

Bushy clump of dark-green leaves, bearing upright spikes of light blue flowers through the summer

- 12in tall and wide
- Zones 4-9
- Full sun
- Continuous bloomer spring to frost
- Deer resistant and pollinator friendly



Seaside *Veronica hybrida*

Improved hardiness and performance,
tolerates salt—perfect for the coast

- 20-24in tall and wide
- Zones 3-8
- Full sun
- Sturdy stems help to make an excellent cut flower
- Deer resistant and pollinator friendly



Let's reach **young homeowners** – together!

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