



US00PP21310P2

(12) **United States Plant Patent**
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(10) **Patent No.:** **US PP21,310 P2**
(45) **Date of Patent:** **Sep. 21, 2010**

(54) **GERBERA PLANT NAMED 'FLORUSH'**

(50) Latin Name: *Gerbera jamesonii*
Varietal Denomination: **Florush**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **12/454,017**

(22) Filed: **May 11, 2009**

(51) **Int. Cl.**
A01H 5/00 (2006.01)

(52) **U.S. Cl.** **Plt./357**

(58) **Field of Classification Search** **Plt./357**
See application file for complete search history.

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(57) **ABSTRACT**

A new and distinct cultivar of *Gerbera* plant named 'Florush', characterized by its compact, upright and uniformly mounding plant habit; freely flowering habit; semi-double type inflorescences with ray florets that are red purple in color; and upright, strong and relatively short scapes.

1 Drawing Sheet

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Botanical designation: *Gerbera jamesonii*.
Cultivar denomination: 'Florush'.

BACKGROUND OF THE INVENTION

The present invention relates to a new and distinct cultivar of *Gerbera* plant, botanically known as *Gerbera jamesonii* and hereinafter referred to by the name 'Florush'.

The new *Gerbera* plant is a product of a planned breeding program conducted by the Inventor in De Kwakel, The Netherlands. The objective of the breeding program is to create new compact container *Gerbera* cultivars with numerous inflorescences, good garden performance and attractive ray and disc floret coloration.

The new *Gerbera* plant originated from a cross-pollination in March, 2003 in De Kwakel, The Netherlands of *Gerbera jamesonii* 'Fabio', not patented, as the female, or seed, parent with *Gerbera jamesonii* 'Sirene', not patented, as the male, or pollen, parent. The new *Gerbera* was discovered and selected by the Inventor as a single flowering plant within the progeny of the stated cross-pollination in a controlled greenhouse environment in De Kwakel, The Netherlands during the spring of 2004.

Asexual reproduction of the new *Gerbera* plant by tissue culture in a controlled environment in De Kwakel, The Netherlands since the summer of 2004 has shown that the unique features of this new *Gerbera* plant are stable and reproduced true to type in successive generations.

SUMMARY OF THE INVENTION

Plants of the new *Gerbera* have not been observed under all possible environmental conditions. The phenotype may vary somewhat with variations in environment such as temperature and light intensity, without, however, any variance in genotype.

The following traits have been repeatedly observed and are determined to be the unique characteristics of 'Florush'. These characteristics in combination distinguish 'Florush' as a new and distinct cultivar of *Gerbera*:

1. Compact, upright and uniformly mounding plant habit.
2. Freely flowering habit.

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3. Semi-double type inflorescences with ray florets that are red purple in color.

4. Upright, strong and relatively short scapes.

Plants of the new *Gerbera* differ from plants of the female parent, 'Fabio', in the following characteristics:

1. Plants of the new *Gerbera* are more compact than plants of 'Fabio'.
2. Plants of the new *Gerbera* have shorter scapes than plants of 'Fabio'.
3. Ray florets of plants of the new *Gerbera* are red purple in color whereas ray florets of plants of 'Fabio' are yellow and orange in color.

Plants of the new *Gerbera* differ from plants of the male parent, 'Sirene', in the following characteristics:

1. Plants of the new *Gerbera* are more compact than plants of 'Sirene'.
2. Plants of the new *Gerbera* have shorter scapes than plants of 'Sirene'.
3. Ray florets of plants of the new *Gerbera* are red purple in color whereas ray florets of plants of 'Sirene' are pink in color.

Plants of the new *Gerbera* can be compared to plants of the *Gerbera jamesonii* 'Everlast Carmine', not patented. Plants of the new *Gerbera* differ from plants of 'Everlast Carmine' in the following characteristics:

1. Plants of the new *Gerbera* are more uniform in growth habit than plants of 'Everlast Carmine'.
2. Plants of the new *Gerbera* have larger inflorescences than plants of 'Everlast Carmine'.
3. Plants of the new *Gerbera* have semi-double type inflorescences whereas plants of 'Everlast Carmine' have single type inflorescences.
4. Ray florets of plants of the new *Gerbera* are red purple in color whereas ray florets of plants of 'Everlast Carmine' are dark red in color.
5. Plants of the new *Gerbera* have thicker scapes than plants of 'Everlast Carmine'.

BRIEF DESCRIPTION OF THE PHOTOGRAPH

The accompanying photograph illustrates the overall appearance of the new *Gerbera* plant.

This photograph shows the colors as true as it is reasonably possible to obtain in colored reproductions of this type.

Colors in the photograph may differ slightly from the color values cited in the detailed botanical description which accurately describe the colors of the new *Gerbera* plant.

The photograph comprises a side perspective view of a typical flowering plant of 'Florush' grown in a container.

DETAILED BOTANICAL DESCRIPTION

The aforementioned photograph and following observations and measurements describe plants grown in a glass-covered greenhouse during the winter in De Kwakel, The Netherlands and under conditions and practices which approximate those generally used in commercial container *Gerbera* production. During the production of the plants, day temperatures ranged from 19° C. to 26° C. and night temperatures ranged from 16° C. to 18° C. Rooted young tissue-cultured plants were planted in 19-cm containers and had been growing for six months when the photograph and description were taken. In the following description, color references are made to The Royal Horticultural Society Colour Chart, Fifth Edition, 2007, except where general terms of ordinary dictionary significance are used.

Botanical classification: *Gerbera jamesonii* 'Florush'.

Parentage:

Female, or seed, parent.—*Gerbera jamesonii* 'Fabio', not patented.

Male, or pollen, parent.—*Gerbera jamesonii* 'Sirene', not patented.

Propagation:

Type.—By tissue culture.

Time to initiate roots.—About 2.5 weeks at temperatures of 20° C.

Time to produce a rooted young plant.—About five to six weeks at temperatures of 20° C. to 26° C.

Root description.—Fibrous; white in color.

Rooting habit.—Moderate branching; dense.

Plant description:

Appearance.—Herbaceous semi-double type *Gerbera*; compact, upright and uniformly mounding plant habit; arching leaves arranged in basal rosettes; dense and bushy habit; moderately vigorous growth habit.

Plant height.—About 40.1 cm.

Plant width.—About 69.8 cm.

Foliage description:

Arrangement.—Alternate, simple.

Length.—About 29.1 cm.

Width.—About 13.2 cm.

Shape.—Runcinate; narrowly elliptic to narrowly obovate in outline.

Apex.—Obtuse.

Base.—Acuminate.

Margin.—Pinnately lobed with coarse and irregular sinuses, lobes divergent; undulate.

Texture, upper surface.—Sparsely pubescent.

Texture, lower surface.—Moderately pubescent; woolly.

Venation pattern.—Pinnate.

Color.—Developing leaves, upper surface: Between N137B and 141A. Developing leaves, lower surface: Close to 137C. Fully expanded leaves, upper surface: Between N137A and 147A; venation, close to 144A. Fully expanded leaves, lower surface: Between 137C and 147B; venation, close to 144A to 144B.

Petioles.—Length: About 14.6 cm. Diameter: About 4.5 mm. Texture, upper surface: Sparsely pubescent. Texture, lower surface: Moderately pubescent. Color, upper surface: Close to 146A. Color, lower surface: Close to 146A flushed with close to 148A.

Inflorescence description:

Appearance.—Semi-double type inflorescence form with narrowly oblanceolate-shaped ray florets; solitary inflorescences borne on upright, strong and relatively short scapes above the foliar plane; ray and disc florets arranged acropetally on a capitulum.

Fragrance.—None detected.

Flowering season.—Plants begin flowering about four months after planting and flower from early spring to the end of the summer in outdoor gardens in The Netherlands. Plants flower year-round under greenhouse conditions.

Inflorescence longevity.—Inflorescences last about two weeks on the plant; inflorescences persistent.

Quantity of inflorescences.—Freely flowering habit with about ten open and developing inflorescences per plant at one time.

Inflorescence bud.—Height: About 9 mm. Diameter: About 2.6 cm. Shape: Oblate. Color: Close to 150A to 150B.

Inflorescence size.—Diameter: About 10.9 cm. Depth (height): About 3.4 cm. Diameter of disc: About 4.5 cm. Receptacle height: About 8 mm. Receptacle diameter: About 1 cm. Receptacle color: Close to 157A.

Ray florets.—Orientation: Initially upright, then about 70° from vertical. Length: About 4.4 cm. Width: About 1.2 cm. Shape: Narrowly oblanceolate. Apex: Broadly acute to emarginate. Base: Cuneate. Margin: Entire. Texture, upper and lower surfaces: Smooth, glabrous; longitudinally ridged. Number of ray florets per inflorescence: About 110 arranged in about four whorls. Color: When opening, upper surface: Close to 59B. When opening, lower surface: Close to 58A. Fully opened, upper surface: Close to 60A tinted with close to N57A. Fully opened, lower surface: Close to 54A.

Disc florets.—Arrangement: Massed at center of receptacle. Shape: Tubular, fused. Apex: Acute. Base: Fused. Margin: Entire. Length: About 1.6 cm. Width: About 4 mm. Texture, upper and lower surfaces: Smooth, glabrous. Number of disc florets per inflorescence: About 500. Color, immature: Apex: Close to 59B. Mid-section and base: Close to 58A. Color, mature: Apex: Close to 60A tinted with close to N57A. Mid-section and base: Close to 54A.

Pappus.—Quantity per floret: About 50. Length: About 8 mm. Diameter: Less than 1 mm. Texture: Soft. Color: Close to 187A.

Phyllaries.—Number of phyllaries per inflorescence: About 120 in about four whorls. Length: About 1.5 cm. Width: About 3 mm. Shape: Lanceolate. Apex: Acute. Base: Cuneate. Margin: Entire. Texture, upper surface: Smooth, glabrous. Texture, lower surface: Densely tomentose. Color, upper surface: Close to 143B; apices, close to 183B to 183C. Color, lower surface: Close to 137B; apices, close to 183B to 183C.

Scapes.—Length: About 36.4 cm. Diameter: About 8 mm. Angle: Erect. Strength: Strong. Texture: Densely tomentose. Color: Close to 144A; towards the apex, close to 137C.

Reproductive organs.—Androecium: (present on disc florets only) Quantity per floret: Two. Filament length: About 7 mm. Filament color: Close to 154B to 154C. Anther shape: Lanceolate. Anther length: About 3.5 mm. Anther color: Close to 26B; apices, close to 53A. Pollen amount: Moderate. Pollen color: Close to 12A. Gynoecium: (present on ray and disc florets) Quantity per floret: One. Pistil length: About 9 mm. Stigma shape: Rounded; curved. Stigma color: Close to 198D. Style length: About 8.5 mm. Style color: Close to 63A. Ovary color: Close to 157D.

Seed/fruit.—Seed and fruit production has not been observed.

Disease/pest resistance: Resistance to pathogens and pests common to *Gerberas* has not been observed on plants of the new *Gerbera* grown under commercial conditions.

Temperature tolerance: Plants of the new *Gerbera* have been observed to tolerate temperatures from about 1° C. to about 35° C.

It is claimed:

1. 1 A new and distinct *Gerbera* plant named 'Florush' as illustrated and described.

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