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(54) **ARGYRANTHEMUM PLANT NAMED**  
**'BONMAD 11277'**

(50) Latin Name: *Argyranthemum*×*hybrida*  
Varietal Denomination: **Bonmad 11277**

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(57) **ABSTRACT**

A new and distinct cultivar of *Argyranthemum* plant named  
'Bonmad 11277', characterized by its single-type, purple-  
violet and red-purple colored ray florets, medium green-col-  
ored foliage, and moderately vigorous, compact-mounded  
growth habit, is disclosed.

**1 Drawing Sheet**

**1**

Latin name of genus and species of plant claimed: *Argyranthemum*×*hybrida*.

Variety denomination: 'Bonmad 11277'.

**BACKGROUND OF THE INVENTION**

The present invention relates to a new and distinct cultivar  
of *Argyranthemum* plant botanically known as *Argyranthe-*  
*mum*×*hybrida* and hereinafter referred to by the cultivar name  
'Bonmad 11277'.

The new cultivar originated in a controlled breeding pro-  
gram in Yellow Rock, New South Wales, Australia during  
October 2010. The objective of the breeding program was the  
development of *Argyranthemum* cultivars that are freely  
flowering with unique flower coloration and a freely branch-  
ing, compact, and upright growth habit.

The new *Argyranthemum* cultivar is the result of cross-  
pollination. The female (seed) parent of the new cultivar is the  
proprietary *Argyranthemum*×*hybrida* breeding selection des-  
ignated 09-60, not patented, characterized by its anemone-  
type flower form, light pink-colored flowers, medium green-  
colored foliage, and moderately vigorous, compact-mounded  
growth habit. The male (pollen) parent of the new cultivar is  
the proprietary *Argyranthemum*×*hybrida* breeding selection  
designated 05-135, not patented, characterized by its single-  
type flower form, dark red-colored flowers, medium green-  
colored foliage, and moderately vigorous, compact-mounded  
growth habit. The new cultivar was discovered and selected as  
a single flowering plant within the progeny of the above stated  
cross-pollination during July 2011 in a controlled environ-  
ment at Yellow Rock, New South Wales, Australia.

Asexual reproduction of the new cultivar by terminal stem  
cuttings since July 2011 at Yellow Rock, New South Wales,  
Australia; Arroyo Grande, Calif. and West Chicago, Ill. has  
demonstrated that the new cultivar reproduces true to type  
with all of the characteristics, as herein described, firmly fixed  
and retained through successive generations of such asexual  
propagation.

**2**

**SUMMARY OF THE INVENTION**

The following characteristics of the new cultivar have been  
repeatedly observed and can be used to distinguish 'Bonmad  
11277' as a new and distinct cultivar of *Argyranthemum* plant:

1. Anemone-type, purple-violet and red-purple colored  
inflorescences;
2. Medium green-colored foliage; and
3. Moderately vigorous, compact-mounded growth habit.

Plants of the new cultivar differ from plants of the female  
parent primarily in having a different inflorescence color, a  
more compact growth habit and increased floriferousness.  
Plants of the new cultivar differ from plants of the male parent  
primarily in having a different inflorescence form and a dif-  
ferent inflorescence color.

Of the many commercially available *Argyranthemum* cul-  
tivars, the most similar in comparison to the new cultivar is  
MADEIRA Crested Merlot 'Bonmadmerlo', U.S. Plant Pat.  
No. 20,474. However, in side by side comparisons, plants of  
the new cultivar differ from plants of 'Bonmadmerlo' in at  
least the following characteristics:

1. Plants of the new cultivar are shorter than plants of  
'Bonmadmerlo';
2. Plants of the new cultivar have fewer ray florets and more  
disc florets than plants of 'Bonmadmerlo'; and
3. Plants of the new cultivar have a ray floret color different  
from plants of 'Bonmadmerlo'.

In addition plants of the new cultivar are similar to the  
*Argyranthemum* cultivar MADEIRA Crested Violet 'Bon-  
madcink', U.S. Plant Pat. No. 18,697. However, in side by  
side comparisons, plants of the new cultivar differ from plants  
of 'Bonmadcink' in at least the following characteristics:

1. Plants of the new cultivar are taller than plants of 'Bon-  
madcink';
2. Plants of the new cultivar have a larger diameter inflo-  
rescence than plants of 'Bonmadcink'; and



3. Plants of the new cultivar have a ray floret color different from plants of 'Bonmadcink'.

#### BRIEF DESCRIPTION OF THE PHOTOGRAPHS

The accompanying photographs show, as nearly true as it is reasonably possible to make the same in color illustrations of this type, typical flower and foliage characteristics of the new cultivar. Colors in the photographs differ slightly from the color values cited in the detailed description, which accurately describes the colors of 'Bonmad 11277'. The plants were grown in 4-inch pots for 6 weeks in a greenhouse at West Chicago, Ill.

FIG. 1 illustrates a side view of the overall growth and flowering habit of 'Bonmad 11277'.

FIG. 2 illustrates a close-up view of an individual inflorescence of 'Bonmad 11277'.

#### DETAILED BOTANICAL DESCRIPTION

The new cultivar has not been observed under all possible environmental conditions to date. Accordingly, it is possible that the phenotype may vary somewhat with variations in the environment, such as temperature, light intensity, and day length, without, however, any variance in genotype.

The chart used in the identification of colors described herein is The R.H.S. Colour Chart of The Royal Horticultural Society, London, England, 2007 edition, except where general color terms of ordinary significance are used. The color values were determined in October 2014 under natural light conditions in West Chicago, Ill.

The following descriptions and measurements describe plants produced from cuttings from stock plants and grown in a glass-covered greenhouse under conditions comparable to those used in commercial practice. The plants were grown in West Chicago, Ill. in 4-inch pots for 6 weeks utilizing a soilless growth medium. Greenhouse temperatures were maintained at approximately 66° F. to 70° F. (19° C. to 21° C.) during the day and approximately 58° F. to 62° F. (14° C. to 17° C.) during the night. Greenhouse light levels of 2,500 footcandles to 6,000 footcandles were maintained during the day. Measurements and numerical values represent averages of typical plants.

Botanical classification: *Argyranthemum*×*hybrida* cultivar Bonmad 11277.

*Female parent*.—Proprietary *Argyranthemum*×*hybrida* breeding selection designated 09-60, not patented.

*Male parent*.—Proprietary *Argyranthemum*×*hybrida* breeding selection designated 05-135, not patented.

Propagation:

*Type cutting*.—Terminal stem.

*Time to initiate roots*.—Approximately 6 to 8 days.

*Time to produce a rooted cutting*.—Approximately 21 to 28 days.

*Root description*.—Fibrous.

*Rooting habit*.—Freely branching.

Plant description:

*Commercial crop time*.—Approximately 6 to 9 weeks from a rooted cutting to finish in a 10 cm pot.

*Growth habit and general appearance*.—Moderately vigorous, compact-mounded.

*Size*.—Height from soil level to top of plant plane: Approximately 18.5 cm. Width: Approximately 18.0 cm.

*Branching habit*.—Freely branching. Quantity of lateral branches per plant: Approximately 5.

*Branch*.—Strength: Strong. Length to base of peduncle: Approximately 6.0 cm. Diameter at central internode: Approximately 3.0 mm. Length of central internode: Approximately 5.0 mm. Texture: Glabrous. Color of young stem: 146C. Color of mature stem: 146B with woody base of N199C.

Foliage description:

*General description*.—Quantity of leaves per branch: Approximately 10. Fragrance: Slight. Form: Simple. Arrangement: Alternate.

*Leaves*.—Aspect: Acute angle to stem becoming obtuse with age. Shape: Obovate. Margin: Parted. Apex: Acute, cuspidate. Base: Attenuate, decurrent. Venation pattern: Pinnate. Length of mature leaf: Approximately 5.5 cm. Width of mature leaf: Approximately 3.9 cm. Texture of upper and lower surfaces: Glabrous. Color of upper surface of young and mature foliage: 137A with venation of 146D to indistinguishable. Color of lower surface of young and mature foliage: Closest to 137C with venation of 146D to indistinguishable.

Flowering description:

*Flowering habit*.—'Bonmad 11277' is freely flowering under outdoor growing conditions with substantially continuous blooming from spring through autumn and year-round in greenhouse environment.

*Lastingness of individual inflorescence on the plant*.—Approximately 13 to 14 days.

Inflorescence description:

*General description*.—Type: Solitary, anemone-type, composite. Persistent. Shape: Round. Aspect: Facing upward and outward. Arrangement: Terminal, positioned above the foliage. Disc and ray florets develop acropetally on a capitulum. Quantity per plant: Approximately 4. Diameter: Approximately 4.0 cm. Fragrance: Slight.

*Peduncle*.—Strength: Strong, pliable. Aspect: Erect to 45° angle. Length: Approximately 7.5 cm. Diameter: Approximately 2.0 mm. Texture: Glabrous. Color: 146B.

*Bud*.—Rate of opening: Generally takes 6 to 7 days for bud to progress from first color to fully open flower. Quantity per plant: Approximately 4.

*Bud just before opening*.—Shape: Ovoid. Diameter: Approximately 6.0 mm. Color: NN155B with faint areas of N74D at apex.

*Ray florets*.—Quantity per inflorescence: Approximately 22. Arrangement: Slightly imbricate in a single whorl. Aspect: Slightly convex, tuning downward with age. Shape: Ligulate. Margin: Entire. Apex: Acute. Base: Attenuate, fused to form a tube. Length: Approximately 1.6 cm. Width: Approximately 4.0 mm. Texture of upper surface: Glabrous. Texture of lower surface: Glabrous, ribbed. Color of upper surface when first open: Closest to N80B. Color of lower surface when first open: Closest to N80C. Color of upper surface when fully open: N80B fades to N80C. Color of lower surface when fully open: N80C fades to N80D.

*Disc florets*.—Quantity per inflorescence: Approximately 165. Arrangement: Massed in center of inflorescence. Shape: Tubular with 4 to 5 lobes. Margin: Entire. Apex of lobes: Acute. Base: Truncate. Length: Approximately 1.1 cm. Diameter at apex: Approximately 3.0 to 4.0 mm. Diameter at base: Approxi-

mately 1.0 mm. Texture: Glabrous with glandular pubescence on lower half of outer surface. Gland color: Colorless. Color of inner (upper) surface of lobes: 71A. Color of outer (lower) surface when fully open: Closest to 70B, tube of 145B, and base of 145D. 5

*Disc*.—Diameter: Approximately 2.7 cm. Depth: Approximately 7.0 mm.

*Receptacle*.—Shape: Cone. Height: Approximately 3.0 mm. Diameter at base: Approximately 4.0 mm. Color: 145B. 10

*Phyllaries*.—Quantity per inflorescence Approximately 19. Arrangement: Imbricate, in several whorls. Shape: Lanceolate. Margin: Entire. Apex: Acute. Base: Truncate. Length: Approximately 5.0 mm. Width: Approximately 3.0 mm. Texture of upper and lower surfaces: Glabrous, papery along edges. Color of upper (inner) surface: 146A in center with transparent margins of N199B. Color of lower (outer) surface: 146B in center with transparent margins of N199B. 15 20

*Reproductive organs*.—Androecium: Present on disc florets only. Stamen quantity: 5 per floret. Stamen length: Approximately 3.0 mm. Anther shape: Linear. Anther length: Approximately 1.0 mm. Anther color: 21C. Pollen amount: None observed. Gynoecium: Present on ray and disc florets. Pistil quantity: 1 per floret. Pistil length: Approximately 6.0 mm. Stigma shape: Two-parted. Stigma length: Less than 1 mm. Stigma color: 12A. Style length: Approximately 4.0 mm. Style color: 1C, transparent. Ovary length: Approximately 2.0 mm. Ovary color: 145D.

Seed and fruit production: Neither seed nor fruit production has been observed.

Disease and pest resistance: Resistance to pathogens and pests common to *Argyranthemum* has not been observed.

What is claimed is:

1. A new and distinct cultivar of *Argyranthemum* plant named 'Bonmad 11277', substantially as herein illustrated and described.

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FIG. 1



FIG. 2