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(54) **VERBENA PLANT NAMED**  
**'BALFIREBURGIM'**

(50) Latin Name: *Verbena* hybrid  
Varietal Denomination: **Balfireburgim**

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patent is extended or adjusted under 35  
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(52) **U.S. Cl.**  
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(58) **Field of Classification Search**  
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See application file for complete search history.

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(57) **ABSTRACT**

A new and distinct cultivar of *Verbena* plant named 'Bal-  
fireburgim', characterized by its deep red-purple colored  
flowers having a small central white "eye", medium green-  
colored foliage, and vigorous, mounded-spreading growth  
habit, is disclosed.

**1 Drawing Sheet**

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Latin name of genus and species of plant claimed: *Ver-  
bena* hybrid.

Variety denomination: 'Balfireburgim'.

**BACKGROUND OF THE INVENTION**

The present invention relates to a new and distinct cultivar  
of *Verbena* plant botanically known as *Verbena* hybrid and  
hereinafter referred to by the cultivar name 'Balfireburgim'.

The new cultivar originated in a controlled breeding  
program in Cartago, Costa Rica during May 2011. The  
objective of the breeding program was the development of  
*Verbena* cultivars that are suited for use in hanging baskets,  
durable to environmental stresses, and have a mounded-  
spreading growth habit.

The new *Verbena* cultivar is the result of cross-pollina-  
tion. The female (seed) parent of the new cultivar is the  
proprietary *Verbena* hybrid breeding selection coded 3725-  
7-2-2 not patented, characterized by its light purple-colored  
flowers, medium green-colored foliage, and vigorous, semi-  
upright growth habit. The male (pollen) parent of the new  
cultivar is EMPRESS Strawberry 'Duempstraw', U.S. Plant  
Pat. No. 20,497, characterized by its medium red-colored  
flowers, medium green-colored foliage, and moderately vig-  
orous, mounded-spreading growth habit. The new cultivar  
was discovered and selected as a single flowering plant  
within the progeny of the above stated cross-pollination  
during February 2012 in a controlled environment in Car-  
tago, Costa Rica.

Asexual reproduction of the new cultivar by terminal stem  
cuttings since February 2012 in Cartago, Costa Rica, 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 succes-  
sive generations of such asexual propagation.

**SUMMARY OF THE INVENTION**

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

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1. Deep red-purple colored flowers having a small central  
white "eye";
2. Medium green-colored foliage; and
3. Vigorous, mounded-spreading growth habit.

Plants of the new cultivar differ from plants of the female  
and male parents primarily in having a different flower color.  
In addition plants of the new cultivar differ from plants of  
the female parent in having a more mounded growth habit.

Of the many commercially available *Verbena* cultivars,  
the most similar in comparison to the new cultivar is  
Firehouse Burgundy 'Balfireburg', not patented. However,  
in side by side comparisons, plants of the new cultivar differ  
from plants of 'Balfireburg' in at least the following char-  
acteristics:

1. Plants of the new cultivar have a larger diameter  
inflorescence than plants of 'Balfireburg';
2. Plants of the new cultivar have more branches than  
plants of 'Balfireburg'; and
3. Plants of the new cultivar have lighter green-colored  
foliage than plants of 'Balfireburg'.

**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 'Balfireburgim'. The  
plants were grown in 4-inch pots for 12 weeks in a green-  
house in West Chicago, Ill. Plants were given one pinch one  
week after transplant.

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

FIG. 2 illustrates a close-up view of an individual inflo-  
rescence of 'Balfireburgim'.

**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, 2015 edition, except where general color terms of ordinary significance are used. The color values were determined in January 2018 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 12 weeks utilizing a soilless growth medium. Plants were given one pinch one week after transplant. Greenhouse temperatures were maintained at approximately 68° F. to 72° F. (20° C. to 22° C.) during the day and approximately 64° F. to 66° F. (18° C. to 19° C.) during the night. Supplemental lighting was used. Measurements and numerical values represent averages of typical plants.

Botanical classification: *Verbena* hybrid 'Balfireburgim'.

Parentage:

*Female parent*.—Proprietary *Verbena* hybrid breeding selection coded 3725-7-2-2, not patented.

*Male parent*.—EMPRESS Strawberry 'Duempstraw', U.S. Plant Pat. No. 20,497.

Propagation:

*Type cutting*.—Terminal stem.

*Time to initiate roots*.—Approximately 6 to 9 days.

*Time to produce a rooted cutting*.—Approximately 24 to 28 days.

*Root description*.—Fibrous.

*Rooting habit*.—Freely branching.

Plant description:

*Commercial crop time*.—Approximately 5 to 7 weeks from a rooted cutting to finish in a 10 cm pot.

*Growth habit and general appearance*.—Vigorous, mounded-spreading.

*Size*.—Height from soil level to top of plant plane: Approximately 20.0 cm. Width: Approximately 66.0 cm.

*Branching habit*.—Freely branching, pinching enhances basal branching. Quantity of main branches per plant: Approximately 5.

*Branch*.—Shape: Square in cross section. Strength: Strong. Length: Approximately 14.0 cm. Diameter: Approximately 3.0 mm. Length of central internode: Approximately 3.7 cm. Texture: Densely pubescent with a mixture of glandular and nonglandular hairs. Gland color: Colorless, transparent. Color of young stems: 144A. Color of mature stems: 146B.

Foliage description:

*General description*.—Quantity of leaves per main branch: Approximately 12. Fragrance: None detected. Form: Simple. Arrangement: Opposite.

*Leaves*.—Aspect: Perpendicular to stem, obtuse angle with age. Shape: Ovate to oblong. Margin: Crenate. Apex: Broadly acute to rounded. Base: Truncate. Venation pattern: Pinnate. Length of mature leaf: Approximately 4.7 cm. Width of mature leaf: Approximately 3.5 cm. Texture of upper surface: Moderately pubescent. Texture of lower surface: Densely pubescent with a mixture of glandular and nonglandular hairs. Gland color: Colorless, transpar-

ent. Color of upper surface of young and mature foliage: Closest to 137A with venation of 147C. Color of lower surface of young and mature foliage: Closest to 137B with venation of 147C.

*Petiole*.—Length: Approximately 9.0 mm. Diameter: Approximately 2.0 mm. Texture: Densely pubescent with a mixture of glandular and nonglandular hairs. Gland color: Colorless, transparent. Color: 147C to 147D.

Flowering description:

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

*Lastingness of individual flower on the plant*.—Approximately 5 to 7 days.

Inflorescence description:

*General description*.—Type: Corymb. Shape: Hemispherical. Quantity per plant: Approximately 4. Fragrance: None detected. Length or height: 3.5 cm. Width: Approximately 6.0 cm. Quantity of fully open flowers per inflorescence: Approximately 15.

*Peduncle*.—Strength: Strong. Aspect: Erect. Length: Approximately 6.5 cm. Diameter: Approximately 2.0 mm. Texture: Densely pubescent with a mixture of glandular and nonglandular hairs. Gland color: Colorless, transparent. Color: 137B.

Flower description:

*General description*.—Type: Sessile, salverform.

*Bud*.—Rate of opening: Generally takes 2 to 3 days for bud to progress from first color to fully open flower. Quantity of unopened inflorescences per plant: Approximately 3.

*Bud just before opening*.—Shape: Elongated, globular at apex. Length: Approximately 1.3 cm. Diameter: Approximately 3.0 mm. Color: Petal portion 79A and 79D, sepal portion 137B.

*Corolla*.—Shape: Round. Diameter: Approximately 2.0 cm. Depth: Approximately 3.0 cm.

*Petals*.—Quantity: 5, fused at base forming a tube. Shape: Obovate. Appearance: Dull. Margin: Entire. Apex: Emarginate. Length of upper petals from tube: Approximately 9.0 mm. Width of upper petals: Approximately 9.0 mm. Length of lateral petals from tube: Approximately 9.0 mm. Width of lateral petals: Approximately 9.0 mm. Length of lower petal from tube: Approximately 9.0 mm. Width of lower petal: Approximately 1.0 cm. Texture of upper surface: Glabrous with glandular pubescent base. Texture of lower surface: Sparsely pubescent with a mixture of glandular and nonglandular hairs. Gland color: Colorless, transparent with 79D on upper surface. Color of upper surface when first open: Closest to N186D with N186C near base and 145D to 145B at throat opening. Color of lower surface when first open: NN155D with an overlay of 79C concentrated on upper half. Color of upper surface when fully open: Closest to 71A with 70A and 145B at throat opening. Color of lower surface when fully open: NN155D with an overlay of 79D concentrated on upper half. Color of whiskers surrounding the opening of the corolla tube: 145D.

*Corolla tube*.—Length: Approximately 2.1 cm. Diameter at proximal end: Approximately 1.0 mm. Diameter at distal end: Approximately 2.0 mm. Texture of

outer surface: Upper half moderately glandular pubescent, lower half glabrous. Gland color: Colorless, transparent. Texture of inner surface: Densely pubescent. Color of outer surface: 145D with 145C at distal end. Color of inner surface: 145D with 145B at throat opening.

*Calyx*.—Shape: Tubular with 5 acute tips. Length: Approximately 1.2 cm. Width: Approximately 3.0 mm.

*Sepals*.—Quantity per flower: 5, fused at base. Shape: Linear. Apex: Acute. Length: Approximately 1.2 cm. Width: Approximately 1.0 mm. Texture of inner surface: Moderately pubescent. Texture of outer surface: Densely pubescent with a mixture of glandular and nonglandular hairs. Gland color: Colorless, transparent. Color of inner and outer surfaces: 137B.

*Stipules*.—Shape: Oblanceolate. Apex: Three acute tips arranged in a cross shape. Length: Approximately 8.0 mm. Width at base: Approximately 2.0 mm. Texture of inner surface: Glabrous. Texture of outer surface: Densely pubescent with a mixture of glandular and nonglandular hairs. Gland color: Colorless, transparent. Color of inner and outer surfaces: 144A at base transitioning to 137A at apex.

*Reproductive organs*.—Androecium: Stamen quantity: 4, didynamous. Stamen length of longer pair: Approximately 2.0 mm. Stamen length of shorter pair: Approximately 1.0 mm. Anther shape: Bilobed, ovoid. Anther length: Approximately 1.0 mm. Anther color: 144A. Pollen amount: None observed. Gynoecium: Pistil quantity: 1 per flower. Pistil length: Approximately 1.7 cm. Stigma shape: Bifid. Stigma length: Less than 1.0 mm. Stigma color: 137A. Style length: Approximately 1.6 cm. Style color: 145D with 145B near stigma. Ovary diameter: Approximately 1.0 mm. Ovary texture: Glabrous. Ovary color: 144A.

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

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

What is claimed is:

1. A new and distinct cultivar of *Verbena* plant named 'Balfireburgim', substantially as herein illustrated and described.

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FIG. 1

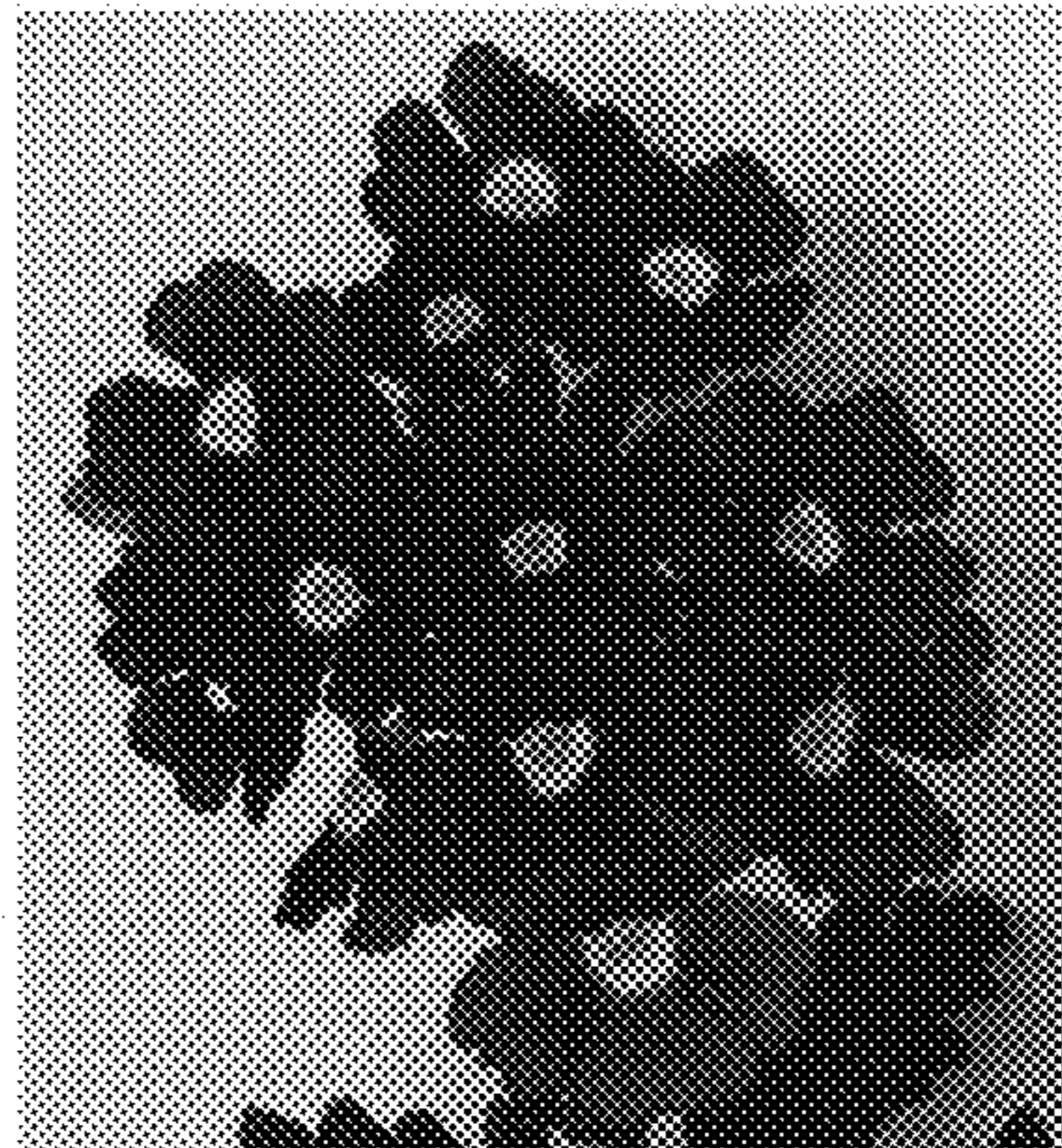


FIG. 2