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(12) **United States Plant Patent**
Bull

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(54) **ECHINACEA PLANT NAMED**
‘BULLECHIPUR 110’

(50) Latin Name: *Echinacea purpurea*
Varietal Denomination: **BullEchipur 110**

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(52) **U.S. Cl.**
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(58) **Field of Classification Search**
USPC Plt./263.1, 428
See application file for complete search history.

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(57) **ABSTRACT**

A new and distinct variety of *Echinacea* plant having a compact growth habit and numerous, light purple colored blooms.

1 Drawing Sheet

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Botanical classification: *Echinacea purpurea*.
Varietal denomination: ‘Bullechipur 110’.

BACKGROUND OF THE INVENTION

The present invention comprises a new and distinct cultivar of *Echinacea* plant known by the varietal name ‘Bullechipur 110’. The new variety was discovered in August of 2020 in Gönnebek, Germany as the result of a planned breeding program with the purposes of providing *Echinacea* plants with unique flower colors, a compact growth habit, increased branching, and more uniformity when compared to prior *Echinacea* plants. The new variety is the result of a cross between an unpatented *Echinacea purpurea* variety having an internal breeder’s reference of “Bul 2019-08” (female parent) and an unpatented *Echinacea purpurea* variety having an internal breeder’s reference of “Bul Mix 2017” (male parent) from the breeder’s own collection. The new variety was first asexually reproduced via in-vitro tissue culture cuttings in Gönnebek, Germany in September of 2020. The new variety is similar to its parental varieties in botanical classification, but exhibits a more compact growth habit, smaller leaves, and different flower color than both of its parental varieties. Further, ‘Bullechipur 110’ exhibits better branching and darker flower stems than its female parent and more flowers than its male parent.

When ‘Bullechipur 110’ is compared to *Echinacea purpurea* variety named ‘Amazing Dream’ (U.S. Plant Pat. No. 23,019), ‘Bullechipur 110’ is similar to ‘Amazing Dream’ in botanical classification and flower color, but ‘Bullechipur 110’ exhibits a more compact growth habit with increased branching, more flowers, and smaller leaves that distinguish it from ‘Amazing Dream’. Further, the following characteristics distinguish ‘Bullechipur 110’ when generally compared to other *Echinacea* varieties known to the breeder:

- Light purple flower color;
- High flower number per plant;
- A very compact and uniform growth habit;

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- High branching;
- Fast crop time;
- Dark flower stems; and
- Small leaves.

5 The new variety has been trial and field tested and has been found to retain its distinctive characteristics and remain true to type through successive asexual propagations. The present invention has not been evaluated under all possible environmental conditions. The phenotype may vary with variations in environment without a change in the genotype of the plant.

DESCRIPTION OF THE DRAWINGS

15 The accompanying photographic drawing illustrates the new variety at 22 weeks of age, with the color being as nearly true as is possible with color illustrations of this type: FIG. 1 shows an entire plant of the new variety.

DESCRIPTION OF THE PLANT

20 The following detailed description sets forth the characteristics of the new variety as the result of asexual reproductions performed via in vitro tissue culture cuttings carried out in Gönnebek, Germany. Plants of the new variety were grown outdoors in 19 cm (3 liter) pots under normal field production conditions, and the color readings and measurements were observed outdoors under natural light on 22 week old plants in Gönnebek, Germany. Color references are primarily to The 2015 R.H.S. Colour Chart of The Royal Horticultural Society of London, Sixth Edition, except where terms of ordinary significance are used.

PLANT

- 35 Time to initiate roots: About 7 days at approximately 19-20° C.
- Time to develop roots: About 40-50 days at approximately 18° C.

Time to produce a finished flowering plant from a rooted cutting: About 12-14 weeks in a 19 cm container.
 Rooting habit: Exhibits numerous roots that are freely branching and healthy in appearance.
 Plant height: 45.0-50.0 cm.
 Plant width: 35.0-40.0 cm.
 Habit: Upright, compact, and uniform growth with numerous branches.
 Disease/pest resistance: Nothing unusual noted to date.
 Temperature tolerance: Nothing unusual noted to date.
 Drought tolerance: Average.
 Branches (flowering stems):
Number per plant.—15-25.
Length.—20.0-30.0 cm.
Diameter.—3.0-10.0 mm.
Internode length.—1.0-5.0 cm.
Angle.—Upright and outward.
Strength.—Strong.
Texture.—Pubescence present.
Color.—Close to Yellow-Green Group RHS 149A up to green-brown.
 Foliage:
Arrangement.—Single.
Leaf.—Length: 4.0-18.0 cm. Width: 1.0-5.0 cm. Shape: Lanceolate. Apex: Acuminate. Base: Attenuate to acute. Margin: Entire. Aspect: Straight to curved. Texture: Upper surface: Rough. Lower surface: Rough. Color: Young leaves: Upper surface: Close to Green Group RHS 137A. Lower surface: Close to Green Group RHS 137C. Mature leaves: Upper surface: Close to Green Group RHS 137A. Lower surface: Close to Green Group RHS 137C. Petiole: None present. Veins: Venation type: Cross-venulate to longitudinal. Color: Upper surface: Close to Yellow-Green Group RHS 145A. Lower surface: Close to Yellow-Green Group RHS 145B.

INFLORESCENCE

Bud:
Diameter.—1.0-3.0 cm.
Length.—1.3-2.0 cm.
Color.—From green to close to Purple Group RHS N79A.
 Appearance: Elliptic-shaped ray florets and tubular-shaped disc florets.
 Natural flowering season: Flowering occurs from July-September in Gönnebek, Germany, beginning approximately 12-14 weeks after planting.
 Average number of inflorescences per plant: 25-55.
 Average number of inflorescences per branch: 1-2.
 Disc and ray floret arrangement: Disc florets are arranged in the middle of the receptacle of the composite, single, freely flowering plant, with ray florets extending outwardly therefrom.
 Fragrance: Very light and sweet.
 Inflorescence:
Diameter.—4.0-9.0 cm.
Height (depth).—2.0-3.5 cm.
Diameter of disc.—1.5-3.0 cm.
Receptacle height.—1.0 cm.
Receptacle diameter.—1.5-3.5 cm.
 Ray florets:
Number per inflorescence.—17-25.
Arrangement.—In two or three whorls.
Length.—1.7-4.0 cm.
Width.—1.0-1.5 cm.
Shape.—Elliptical.
Apex.—Obtuse.

Base.—Acute.
Margin.—Entire.
Texture.—Upper surface: Smooth and glabrous. Lower surface: Rough.
Color.—When opening: Upper surface: Close to Red-Purple Group RHS NN74D. Lower surface: Close to Purple Group RHS 75A. At maturity: Upper surface: Close to Red-Purple Group RHS NN74D. Lower surface: Close to Purple Group RHS 75A. Ground color description: Close to Red-Purple Group RHS NN74D.
Venation.—Appearance: Parallel. Color: Upper surface: Same color as the florets. Lower surface: Same color as the florets.
 Disc florets:
Disc type.—Daisy.
Number per inflorescence.—Numerous; too many to quantify.
Arrangement.—In the center of receptacle.
Length.—8.0-15.0 mm.
Width.—1.0-2.0 mm.
Shape.—Tubular.
Apex.—Pointed.
Color.—Immature: Close to Greyed-Purple Group RHS 187B. At maturity: Close to Greyed-Purple Group RHS 187C.
 Phyllaries:
Number per inflorescence.—40-50.
Arrangement.—In three to four whorls.
Length.—Approximately 1.0 cm.
Width.—2.0-4.0 mm.
Shape.—Lanceolate.
Apex.—Elongated oval.
Base.—Fused.
Margin.—Entire.
Texture.—Upper surface: Rough. Lower surface: Rough.
Color.—Immature: Upper surface: Close to Green Group RHS NN137C. Lower surface: Close to Green Group RHS NN137C. At maturity: Upper surface: Close to Green Group RHS NN137C. Lower surface: Close to Green Group RHS NN137C.
 Reproductive organs:
 Androecium:
Presence.—On disc florets.
Number (per floret).—One.
Filament length.—1.0-2.0 mm.
Filament color.—Close to Red-Purple Group RHS 59B.
Anther.—Shape: Oval. Length: 1.0 mm. Color: Close to Red-Purple Group RHS 59B.
Pollen.—Color: Close to Yellow-Orange Group RHS 15B. Amount: Plentiful — too much to quantify.
 Gynoecium:
Presence.—In disc and ray florets.
Pistil length.—1.0-2.0 mm.
Stigma.—Shape: Two-parted. Color: Close to Red-Purple Group RHS 59B.
Style.—Length: 1.0-2.0 mm. Color: Close to Red-Purple Group RHS 59B.
 Seeds:
Overall size.—1.0 mm in width and 2.0-2.5 mm in length.
 I claim:
 1. A new and distinct variety of *Echinacea* plant named 'BullEchipur 110', as is herein illustrated and described.

