

2015





The company



“For a water world according to nature”

Josef Ravnak

Extensive research and development work has ensured for over 40 years that sera products are always up to date. Environmentally friendly and sustainably obtained raw materials are very important to us. Modern, energy saving production methods are a matter of course for sera. Easily and reliably usable products that ensure joy and success with the hobby – that is what the name “sera” stands for.



"Our requirements should always be higher than the requirements our customers have for themselves and their pets."

Josef Ravnak

We have high requirements to ourselves also with the annual sera calendar. An impressive selection of high quality pictures from internationally experienced photographers will accompany you through the year. Let yourself be inspired by the manifold aspects of our beautiful hobby!

Animal lovers throughout the world enjoy the hobby with sera.

Cover photo: *Theioderma corticale* by P. Appelhans



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January

1 Thu	9 Fri	17 Sat	25 Sun
2 Fri	10 Sat	18 Sun	26 Mon
3 Sat	11 Sun	19 Mon	27 Tue
4 Sun	12 Mon	20 Tue	28 Wed
5 Mon	13 Tue	21 Wed	29 Thu
6 Tue	14 Wed	22 Thu	30 Fri
7 Wed	15 Thu	23 Fri	31 Sat
8 Thu	16 Fri	24 Sat	

Nannobrycon eques Three-striped Pencilfish

These calm and peaceful fish are suited for every community aquarium above 60 cm (24 in.) in length. Due to their unusual swimming position they are always an eye-catcher.







February

1 Sun	9 Mon	17 Tue	25 Wed
2 Mon	10 Tue	18 Wed	26 Thu
3 Tue	11 Wed	19 Thu	27 Fri
4 Wed	12 Thu	20 Fri	28 Sat
5 Thu	13 Fri	21 Sat	
6 Fri	14 Sat	22 Sun	
7 Sat	15 Sun	23 Mon	
8 Sun	16 Mon	24 Tue	

Phimochirus operculatus Polka Dot Hermit Crab

Hermit crabs hide their unprotected abdomen in an empty snail shell that they hold on to with specialized legs. After having molted, they regularly have to relocate into new and bigger shells, which must be offered to them also in an aquarium.



crabs natural
Healthy universal food
for crustaceans



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March

1 Sun	9 Mon	17 Tue	25 Wed
2 Mon	10 Tue	18 Wed	26 Thu
3 Tue	11 Wed	19 Thu	27 Fri
4 Wed	12 Thu	20 Fri	28 Sat
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Sternotherus odoratus

Common Musk Turtle

Musk Turtles can be aggressive among each other, and therefore are best kept alone. They can also live in a pond during summer.







April

1 Wed	9 Thu	17 Fri	25 Sat
2 Thu	10 Fri	18 Sat	26 Sun
3 Fri	11 Sat	19 Sun	27 Mon
4 Sat	12 Sun	20 Mon	28 Tue
5 Sun	13 Mon	21 Tue	29 Wed
6 Mon	14 Tue	22 Wed	30 Thu
7 Tue	15 Wed	23 Thu	
8 Wed	16 Thu	24 Fri	

Cyprinus carpio

Koi

The colorful Koi are ideal for larger ponds. They become very trusting and also readily take food from your hand. There are plenty of varieties that fascinate due to their different color patterns.







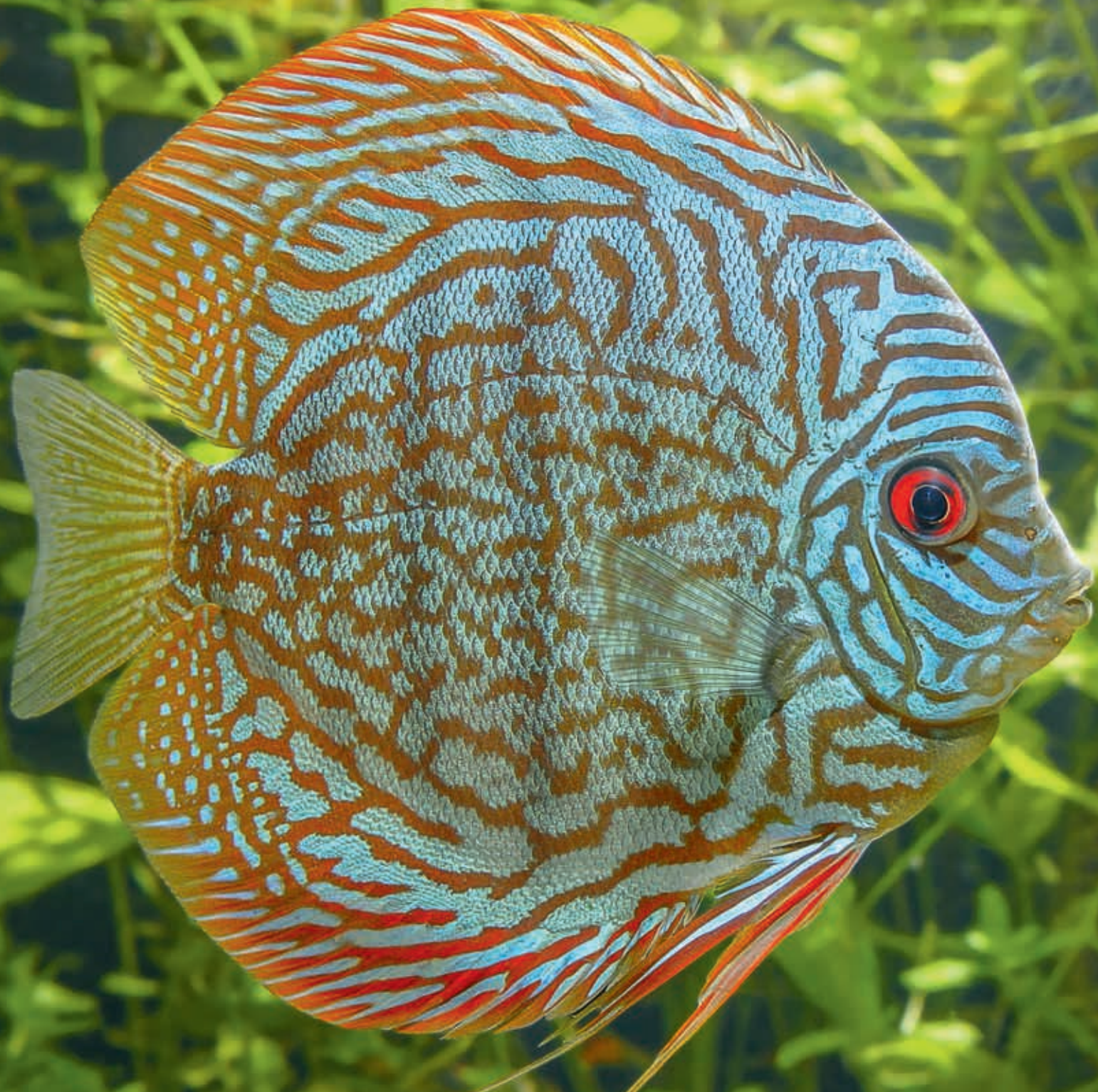
May

1 Fri	9 Sat	17 Sun	25 Mon
2 Sat	10 Sun	18 Mon	26 Tue
3 Sun	11 Mon	19 Tue	27 Wed
4 Mon	12 Tue	20 Wed	28 Thu
5 Tue	13 Wed	21 Thu	29 Fri
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7 Thu	15 Fri	23 Sat	31 Sun
8 Fri	16 Sat	24 Sun	

Island/Acropora humilis Stony coral

The stony coral *Acropora humilis* inhabits reef sections with particularly strong water currents. In case of very low tide, here pictured off the Sera island (Molucca Islands, Indonesia), the massive coral stocks in the uppermost regions even fall dry for several hours.







June

1 Mon	9 Tue	17 Wed	25 Thu
2 Tue	10 Wed	18 Thu	26 Fri
3 Wed	11 Thu	19 Fri	27 Sat
4 Thu	12 Fri	20 Sat	28 Sun
5 Fri	13 Sat	21 Sun	29 Mon
6 Sat	14 Sun	22 Mon	30 Tue
7 Sun	15 Mon	23 Tue	
8 Mon	16 Tue	24 Wed	

Symphysodon aequifasciatus Discus

Spacious aquariums and well filtered, soft water are important for successfully keeping and breeding discus cichlids. Many variants with intense colors and patterns were bred from the original wild forms.







July

1 Wed	9 Thu	17 Fri	25 Sat
2 Thu	10 Fri	18 Sat	26 Sun
3 Fri	11 Sat	19 Sun	27 Mon
4 Sat	12 Sun	20 Mon	28 Tue
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Koi pond

A beautiful pond makes your own garden a local recreation area. It provides a living environment for a large number of plants and animals. Some good planning and a little maintenance provided, they will thrive excellently and ensure joy throughout the summer.







August

1 Sat	9 Sun	17 Mon	25 Tue
2 Sun	10 Mon	18 Tue	26 Wed
3 Mon	11 Tue	19 Wed	27 Thu
4 Tue	12 Wed	20 Thu	28 Fri
5 Wed	13 Thu	21 Fri	29 Sat
6 Thu	14 Fri	22 Sat	30 Sun
7 Fri	15 Sat	23 Sun	31 Mon
8 Sat	16 Sun	24 Mon	

Trichogaster lalius Dwarf Gourami

The magnificently colored Dwarf Gouramis are particularly attractive in densely planted aquariums with calm fish. They can breathe air and therefore occasionally swim to the water surface.







September

1 Tue	9 Wed	17 Thu	25 Fri
2 Wed	10 Thu	18 Fri	26 Sat
3 Thu	11 Fri	19 Sat	27 Sun
4 Fri	12 Sat	20 Sun	28 Mon
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Phelsuma laticauda Gold Dust Day Gecko

This splendidly colored day gecko originates from the North of Madagascar. Growing to approximately 12 cm (5 in.) in length, this species remains relatively small. It is well suited for rainforest terrariums set up with plenty of plants.







October

1 Thu	9 Fri	17 Sat	25 Sun
2 Fri	10 Sat	18 Sun	26 Mon
3 Sat	11 Sun	19 Mon	27 Tue
4 Sun	12 Mon	20 Tue	28 Wed
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Betta splendens Siamese Fighting Fish

Due to their long fins and the splendid colors, the fancy varieties of Siamese Fighting Fish are very attractive in an aquarium. The aquarium should be planted well. Like all labyrinth fish, fighting fish occasionally breathe air at the water surface.







November

1 Sun	9 Mon	17 Tue	25 Wed
2 Mon	10 Tue	18 Wed	26 Thu
3 Tue	11 Wed	19 Thu	27 Fri
4 Wed	12 Thu	20 Fri	28 Sat
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Nano Cube with shrimps

Due to its low space requirement, the sera Biotop Nano LED Cube 16 can be integrated almost everywhere. It is perfectly suitable for a beautiful aquascape with shrimps or some small fish.







December

1 Tue	9 Wed	17 Thu	25 Fri
2 Wed	10 Thu	18 Fri	26 Sat
3 Thu	11 Fri	19 Sat	27 Sun
4 Fri	12 Sat	20 Sun	28 Mon
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Hemiancistrus sp. (L 128)

Blue Phantom Pleco

This pleco originates from Venezuela and grows to approximately 18 cm (7 in.). It is also suited for larger community aquariums. Plecos of this size are, for instance, often kept together with discus cichlids.





Printed in Germany



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