



# 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.

















## **January**

<b>1</b> Fri	9 Sat	17 Sun	25 Mon
<b>2</b> Sat	<b>10</b> Sun	18 Mon	<b>26</b> Tue
3 Sun	<b>11</b> Mon	19 <sub>Tue</sub>	<b>27</b> Wed
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### Kryptopterus bicirrhis **Glass Catfish**

These catfish belong to the Silurids. The almost transparent body of the fascinating glass catfish mostly dissolves the silhouette of the animals and thus protects them against predators. The animals are rather sociable and should be kept in groups.



Perfectly conditioned aquarium water





















# **February**

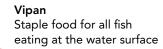
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Microgeophagus ramirezi

### **Butterfly Cichlid**

Vipan Tropical Flakes

Due to their colors, butterfly cichlids are real eye catchers in an aquarium for South American fish. The animals require soft water; several pairs can be kept in a larger community aquarium.





















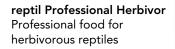
### March

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### Geochelone pardalis

### **Leopard Tortoise**

This tortoise inhabits a large areal south of the Sahel. It is found from East Africa to South Africa. Adult animals can weigh over 20 kg (44 lbs.). Breeding times depend on the climate and may last considerably longer than a year in case of this species.



















# April

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### pond bio balance

pond bio balance
For the safe stabilization
of water parameters

#### **Pond**

A correctly designed pond develops into a marvelous oasis in your garden within a few years. Regular monitoring and adjusting of water parameters as well as removing dead leaves are some of the few maintenance measures. These contribute to water parameter stability and, accordingly, to the positive development of the pond.



\* Use biocides safely. Always read the label and product information before use.















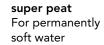
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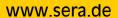
Symphysodon aequifasciatus

### 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.























### June

1 Wed	<b>9</b> Thu	17 Fri	<b>25</b> Sat
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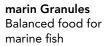
Amblyeleotris wheeleri

### Wheeler's Shrimp Goby

This shrimp goby from the Indo-Pacific lives in a perfect symbiosis with various pistol shrimps from the genus *Alpheus*, which can also be established in larger aquariums. The shrimp builds the cave for both partners in the sand, the goby signals danger to the almost blind shrimp. Goby and pistol shrimps usually live in pairs inside the cave.

Granules

Marine



















# July

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### Koi pond

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Well balanced plant and animal stock provided, Koi ponds are not only easier to keep but also have a particularly natural appearance. Additionally, plants relieve the filter system due to their nutrient consumption.

















## August

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Baryancistrus chrysomolus

### **Loricariid Catfish**

Catfish Chips Wafers with Wood

This catfish originates from Rio Xingu. It is very territorial and well armored with fine spines. Just like other Loricariids, it requires wood in the aquarium which it continuously rasps off. It is suitable for larger community aquariums.





























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**Crabs Natural** Healthy universal food

### Stenopus zanzibaricus

### **Zanzibar Boxer Shrimp**

This boxer shrimp is a small and little aggressive species also suited for nano aquariums. The animals should be kept in pairs. They mostly dwell in visible areas of the aquarium.





for crustaceans











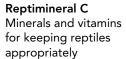
## October

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### Chamaeleo calyptratus

### **Veiled Chameleon**

This is one of the most commonly kept chameleons. They should be kept in well aerated terrariums. They are relatively easy to breed. Be sure to provide a sufficient mineral supply when feeding them live food.





















### November

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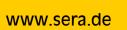
#### Poecilia reticulata

### Guppy

There is an almost indefinite number of fancy Guppy variants. The species originally originates from northern South America and the Caribbean islands nearby. Thorough selection led to forms with different fin types, sizes and color combinations.





















### December

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Monodactylus argenteus

### Silver Moony

Silver Moonies must be kept in a brackish water aquarium.
The species originates from the Southeast Asian Mangrove regions and is, such as most species of this zone, exposed to strongly varying salinity levels.

