

2016



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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.



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January

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
6 Wed	14 Thu	22 Fri	30 Sat
7 Thu	15 Fri	23 Sat	31 Sun
8 Fri	16 Sat	24 Sun	

Kryptopterus bicirrhys 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.



aquatan
Perfectly conditioned
aquarium water

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February

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	
7 Sun	15 Mon	23 Tue	
8 Mon	16 Tue	24 Wed	

Microgeophagus ramirezi Butterfly Cichlid

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

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
5 Sat	13 Sun	21 Mon	29 Tue
6 Sun	14 Mon	22 Tue	30 Wed
7 Mon	15 Tue	23 Wed	31 Thu
8 Tue	16 Wed	24 Thu	

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

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	
8 Fri	16 Sat	24 Sun	

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.







May

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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6 Fri	14 Sat	22 Sun	30 Mon
7 Sat	15 Sun	23 Mon	31 Tue
8 Sun	16 Mon	24 Tue	

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.

Sera[®]
For natural aquariums

super peat
For permanently
soft water

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June

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
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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.







July

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
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7 Thu	15 Fri	23 Sat	31 Sun
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Koi pond

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

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
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8 Mon	16 Tue	24 Wed	

Baryancistrus chrysomolus Loricariid Catfish

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.







September

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
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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.







October

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
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8 Sat	16 Sun	24 Mon	

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.



Reptimineral C
Minerals and vitamins
for keeping reptiles
appropriately



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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

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
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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.





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