

2017





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.



www.sera.de





January

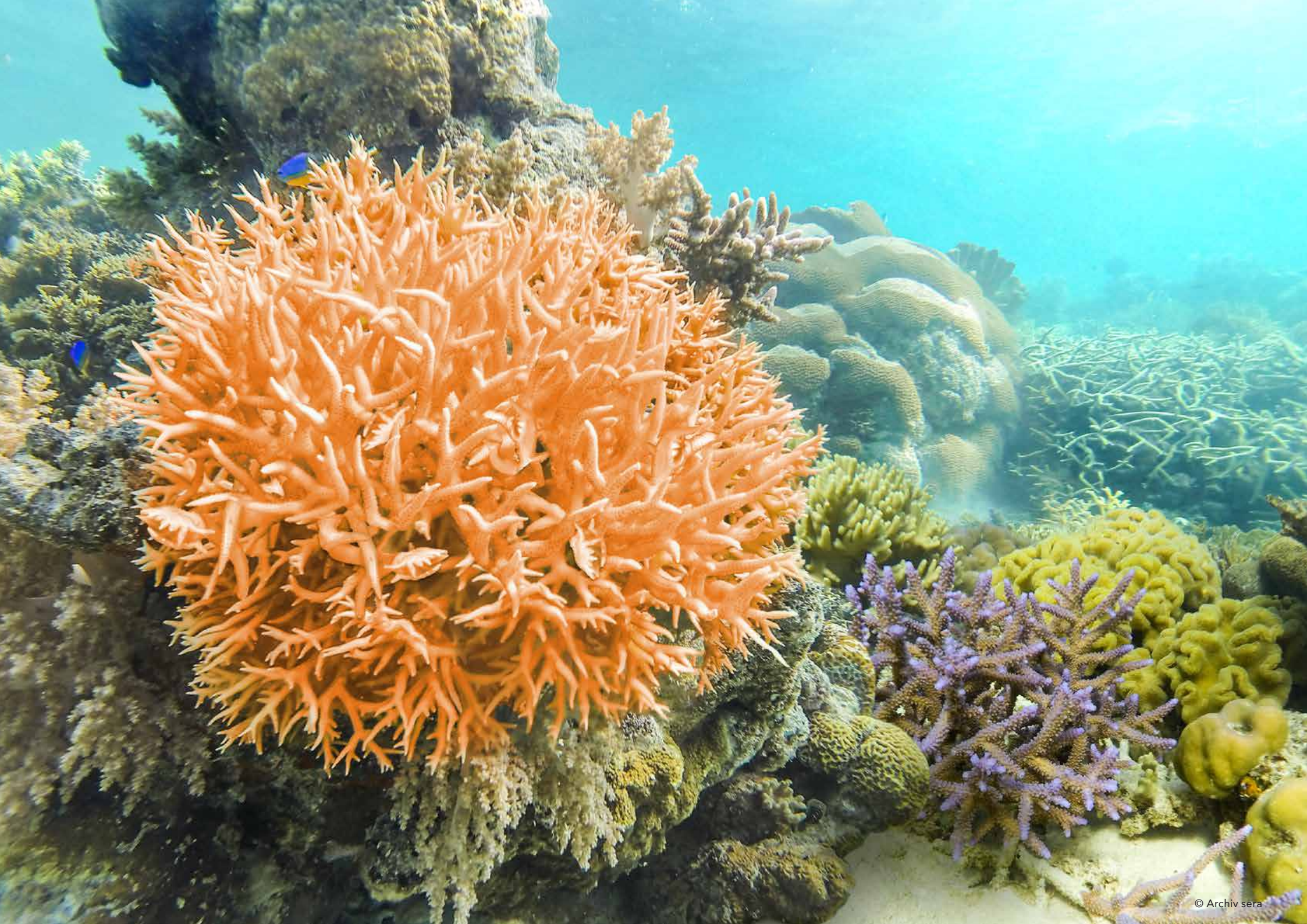
1 Sun	9 Mon	17 Tue	25 Wed
2 Mon	10 Tue	18 Wed	26 Thu
3 Tue	11 Wed	19 Thu	27 Fri
4 Wed	12 Thu	20 Fri	28 Sat
5 Thu	13 Fri	21 Sat	29 Sun
6 Fri	14 Sat	22 Sun	30 Mon
7 Sat	15 Sun	23 Mon	31 Tue
8 Sun	16 Mon	24 Tue	

Symphysodon discus

Discus

Discus have been bred for many years in many fancy variants, including the popular "Pigeon Blood" form. A bigger aquarium and soft water are required for good care.







February

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	
6 Mon	14 Tue	22 Wed	
7 Tue	15 Wed	23 Thu	
8 Wed	16 Thu	24 Fri	

Seriatopora hystrix Stony coral

This stony coral usually lives only a few meters below the water surface. There are cyst-like intersections in its branches in which females of the parasitic gall crabs *Hapalocarcinus marsupialis* live. They are, however, harmless for the coral.







March

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	31 Fri
8 Wed	16 Thu	24 Fri	

Crotaphytus collaris Common collared lizard

These diurnal, very sociable bottom and rock dwellers originate from the southern USA and Mexico. The animals feed on insects, small mammals as well as blossoms, leaves and fruit.







April

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	
8 Sat	16 Sun	24 Mon	

Amphiprion percula Clownfish

The real clownfish from the Indopacific region is still an attraction in marine aquarium care. These fish live in a symbiosis with anemones and dive in between the tentacles, which are venomous for other animals.







May

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	31 Wed
8 Mon	16 Tue	24 Wed	

Koi

Numerous fancy Koi variants with different colors and scale patterns add to every pond. Good care provided, the tame animals can get very old.



KOI Professional
24000 Pond Filter
Perfect water cleaning
for ambitious ponds



www.sera.de





June

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	
8 Thu	16 Fri	24 Sat	

Pterygoblichtys pardalis Pleco catfish

This medium sized pleco originates from the Amazon basin and is suitable for bigger community aquariums with soft water. The species continuously rasps off wood in the aquarium, just like most other similar species.







July

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	

Pond

A harmonically designed pond is both an idyllic oasis in the pond and a habitat for fish as well as many other animals and plants. When built and planted correctly, a pond will quickly become your favorite location.



siporax pond algenstop
Professional
Unique algae control
by bacteria



www.sera.de





August

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	

Atya gabonensis African Giant Fan Shrimp

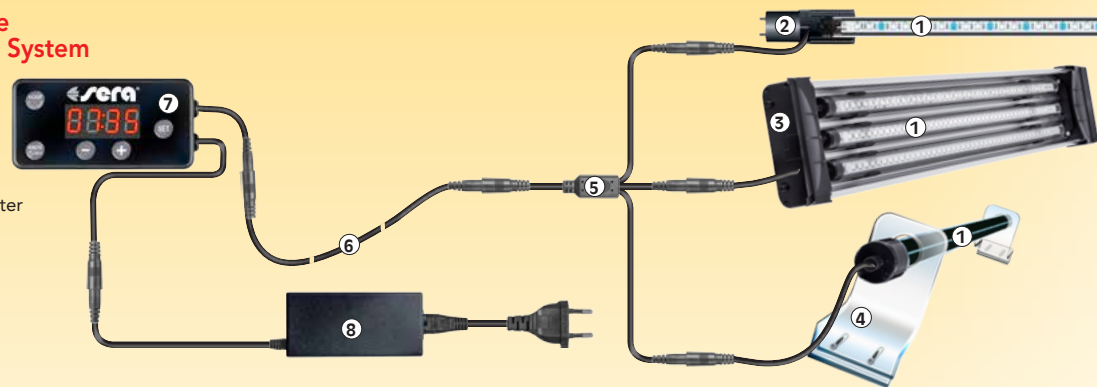
Fan shrimps, which exist with brownish as well as with blue body colors, dwell in coastal rivers along the coast of West Africa. These shrimps are filter feeders that must be fed with very fine food. They prefer fanning for food in the water current.





Installation example sera LED X-Change System

- ① X-Change Tube
- ② T5 short / T5 / T8 Adapter
- ③ fiXture
- ④ Tube Holder Clear
- ⑤ Triple Cable
- ⑥ Extension Cable
- ⑦ Digital Dimmer
- ⑧ LED Driver



September

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	
8 Fri	16 Sat	24 Sun	

Corydoras sterbai **Armored catfish**

This catfish originates from upper Rio Guapore, Brazil. When kept in a small shoal, the animals keep the bottom ground of an aquarium moving by ploughing it with their barbels near the mouth while searching for food.







October

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

Hemigrammus rhodostomus Rummy-nose Tetra

Rummy-nose Tetras originate from a tributary of the Orinoco in Venezuela. The signal colored pattern with a red head and a black and white striped tail is characteristic. Being a shoal fish, at least 10 specimens should be kept in the aquarium.







November

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	

Tanichthys albonubes White Cloud Mountain Minnow

White Cloud Mountain Minnows originate only from a small water system in southern China. Due to their color, they look similar to Neon tetras. The peaceful species should be kept in small shoals.







December

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	

Glossolepis incisus Red Rainbowfish

Growing up to 15 cm (6 in.), Red Rainbowfish from New Guinea are among the biggest rainbowfish species. These peaceful, lively shoal fish require plenty of free swimming space. Dominant males have the most intense red coloration.





Printed in Germany



www.sera.de