

2018



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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 international 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 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	

Apistogramma macmasteri

Apistogramma macmasteri originates from a system consisting of two rivers in Colombia. This species can be kept and even bred in aquariums with at least 130 liters (34 US gal.) together with other small species. Since they form harems, a male prefers several females around him.







February

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

Chelodina oblonga Snake-necked Turtle

The Snake-necked Turtle is a species with an extremely long neck. They dexterously hunt for fish and crustaceans between crevices and sunken branches in rivers. They also eat additional herbal food in an aquaterrarium.







March

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	

Neocaridina davidi Freshwater shrimp

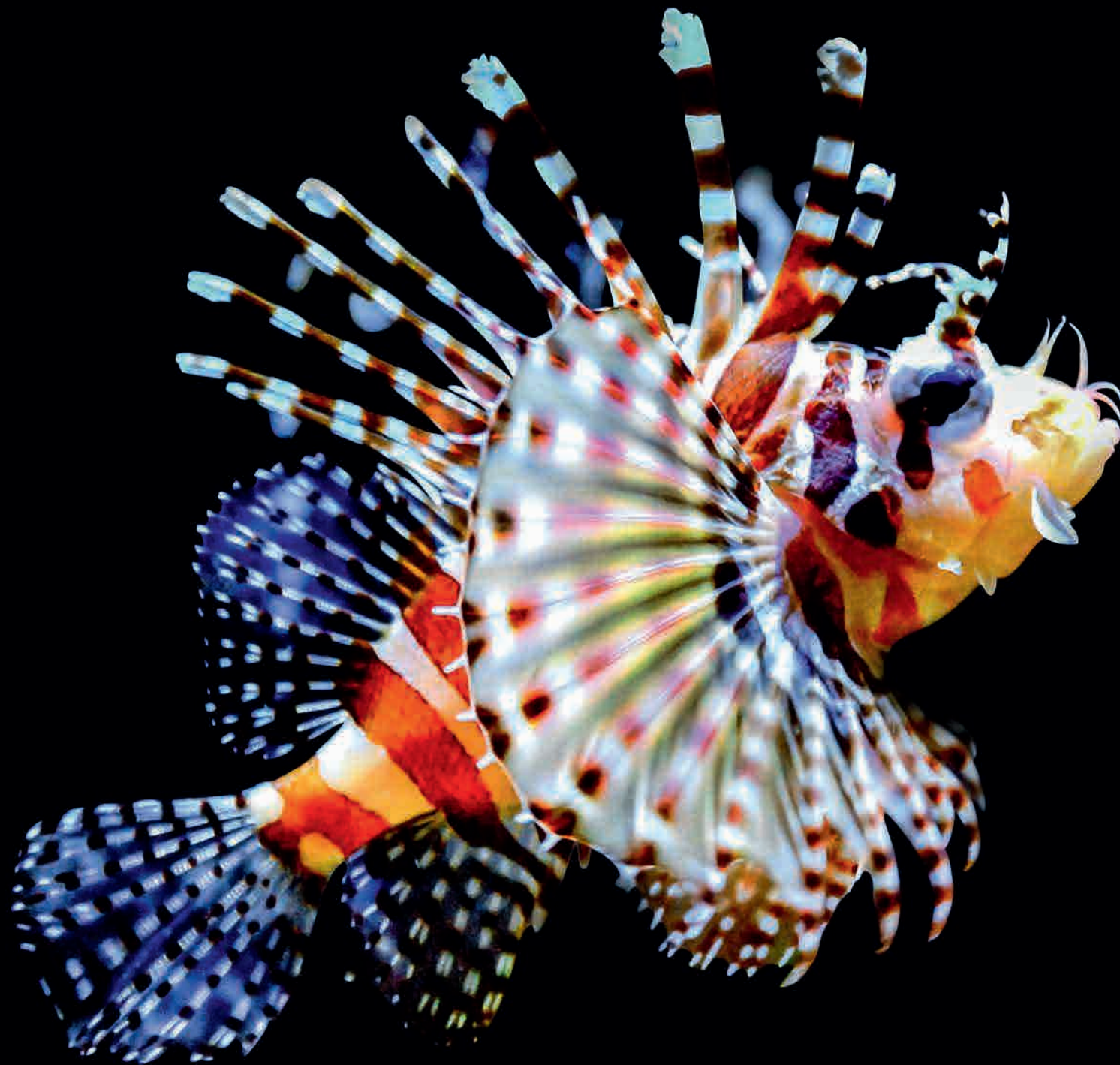
This shrimp species is very popular in nano aquarium care. These freshwater shrimps are very peaceful and multiply regularly. Today, there are numerous fancy variants of this species, which originates from Eastern China.

Sera
For an easy aquarist LIFE

Biotop Nano LED Cube 16
Complete aquarium with
LED lighting and filtration



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April

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	
8 Sun	16 Mon	24 Tue	

Dendrochirus zebra Zebra Lionfish

Lionfish can be kept in mere fish aquariums. They mainly feed on smaller fish and shrimps. Aquarium maintenance must be performed very carefully, because these fish have venomous spines. The species originates from the reefs of the Indopacific ocean up to the Red Sea.



marin reef salt
Premium sea salt for R/O
and tap water

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May

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	

Koi

This impressive and friendly pond fish, which is even considered a bringer of luck by some people, is a popular pet. Koi do well in appropriately sized ponds. They become very trusting towards their keeper already after a short while.

Sera®
For natural garden ponds

Koi All Seasons Probiotic
Probiotic food for healthy,
strong Koi

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June

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	
8 Fri	16 Sat	24 Sun	

Community aquarium

Community aquariums can be stocked as a "South/Central America" biotope aquarium, as in this case. Fish and plants whose habitats overlap also in nature are kept here. Advantages include that the animals and plants prefer the same conditions considering the water parameters of an aquarium.

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aquatan
For fish friendly, safe
and clear water

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July

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
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8 Sun	16 Mon	24 Tue	

Testudo marginata Margined Tortoise

The very popular Margined Tortoise is the biggest of the five tortoise species within the genus *Testudo*. They originate from parts of Greece and Albania. The species is successfully bred by breeders.



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Professional food for
herbivorous reptiles

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August

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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8 Wed	16 Thu	24 Fri	

Nymphaea alba Water lily

This hardy water lily can be kept in every pond with a minimum depth of 50 cm (20 in.). Due to their irresistibly beautiful blossoms, water lilies are also rightfully called "queen of the pond".

pond crystal clear
Professional
High performance filter
medium for filtering
particles above 10 µm







September

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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Basiliscus plumifrons Plumed Basilisk

Plumed Basilisks are bigger lizards from Central America. The animals inhabit trees and feel well in a bigger rainforest terrarium and can become very trusting. The species has a very varied diet and eats invertebrates as well as certain kinds of fruit.







October

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Wallaceochromis humilis Yellow Kribensis

These cichlids are cave breeders and form a father and mother family. The species requires plenty of hideaways in the aquarium, where the animals can retreat and hide their offspring. A couple of the species, which originates from Guinea, requires an aquarium with at least 200 liters (53 US gal.). The body color of the animals can change between horizontal and vertical stripes within seconds and depending on the mood.







November

1 Thu	9 Fri	17 Sat	25 Sun
2 Fri	10 Sat	18 Sun	26 Mon
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Lysmata debelius Scarlet Cleaner Shrimp

These intensely colored shrimps are very popular pets for reef aquariums. The species from the Indopacific region hides in the reef setup during the day and sticks out their white antennae. Being a cleaner shrimp, they even rid some fish species of their parasites.

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Filter medium for
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December

1 Sat	9 Sun	17 Mon	25 Tue
2 Sun	10 Mon	18 Tue	26 Wed
3 Mon	11 Tue	19 Wed	27 Thu
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Trichogaster trichopterus "Golden Red Eye"

These labyrinth fish have a labyrinth organ in addition to the gills, which allows them to breathe atmospheric oxygen. There are many fancy variants of this gourami, this one here is the "Golden Red Eye" variant. Three-spot Gouramis are very tolerant towards different water qualities, which led to their wide distribution between the Malay peninsula to the Philippines.



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