

2019



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The company



“For a water world according to nature”

Josef Ravnak

Extensive research and development work has ensured for over 45 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.



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"The aquatic world is diverse – we excellently meet that diversity with our extensive range of high quality product solutions."

Josef Ravnak

Our customers can watch it every day: whether in a freshwater or a marine aquarium, in a pond or in an (aqua)terrarium – there is never a lack of fascinating motifs. Aquarium, terrarium and pond keepers are – and rightly at that – very proud of their own variety in animals and plants. Impressive images result when joy in photographing adds to it. We therefore actively included the sera Facebook aficionados in designing our calendar again in this year. According to the motto "by aficionados – for aficionados", the calendar pictures are by our customers and provide an exciting view into the different hobbies.



January

| | | | |
|-------|--------|--------|--------|
| 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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| 6 Sun | 14 Mon | 22 Tue | 30 Wed |
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| 8 Tue | 16 Wed | 24 Thu | |

Betta splendens

Siamese Fighter

Siamese Fighters, which belong to the labyrinth fish, originate from Thailand and Cambodia. Their name is due to its aggressive behavior towards male members of the own species. However, they can be easily kept together with other peaceful fish.

Bettagran
Betta food for particularly intense colors





February

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| 1 Fri | 9 Sat | 17 Sun | 25 Mon |
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Neocaridina logemanni

Bee Shrimp

Many different and beautiful fancy forms are among the popular freshwater shrimps of the genus *Neocaridina*. They remain small, are very peaceful and are particularly well suitable for nano aquariums. They graze off algae and other periphyton from plants and rocks in the aquarium.

Catappa Leaves
Tropical almond leaves for natural water conditioning





March

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Apistogramma agassizii Agassiz's Dwarf Cichlid

Agassiz's Dwarf Cichlid originates from South America and can easily be kept together with peaceful fish – as a pair or a male with several females, because they form a harem. In case of bred fish, the water may also be slightly alkaline and harder.

UVC-Xtreme
Very powerful, energy saving
external filter





April

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| 1 Mon | 9 Tue | 17 Wed | 25 Thu |
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Pond / Koi Pond

with *Cyprinus carpio*,
Phoxinus phoxinus

Crystal clear pond water allows an undisturbed view at the pond inhabitants, such as the Koi shown here. Regular water tests, adjusting the water parameters and removing plant debris contribute to stable water parameters.

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





May

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| 1 Wed | 9 Thu | 17 Fri | 25 Sat |
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Iguana iguana

Green Iguana

Green iguanas live in Central and South America, and can grow to an impressive length of up to 2 m (6.6 ft.). With a lifespan of 10 – 17 years, these herbivores are also rather long lived. There are different color forms in spite of his name.

reptil Professional Herbivor
Supplementary food for
herbivorous reptiles





June

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|-------|--------|--------|--------|
| 1 Sat | 9 Sun | 17 Mon | 25 Tue |
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Betta splendens

Siamese Fighter

The very impressive Siamese Fighters have been kept by humans already for a very long time – they are even considered a status symbol in Asia. They also do well in nano aquariums and require many hideaways (plants) as well as dark water (e.g. peat filtration).

Alder cones
Prevent infections by fungi and spawn fungus in a natural way





July

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Cyprinus carpio **Koi**

The colorful Koi, a fancy variant of carp, quickly become trusting and build up a relation with humans. The animals will eat from the hand already after a short acclimatization. The impressive pond fish can become very big (up to 1.20 m / 4 ft.) and live long (up to 60 years).

Koi All Seasons Probiotic
Probiotic food for healthy, strong Koi





August

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|-------|--------|--------|--------|
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Malaclemys terrapin

Diamondback Terrapin

This medium sized terrapin from North America is adapted to brackish water but also tolerates fresh or marine water – in a terrarium it is ideal to add some salt. The terrarium should provide enough swimming space, and additionally fresh water for drinking, for the carnivorous animals.

Raffy Royal
Natural food for terrapins,
other reptiles and amphibians





September

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|-------|--------|--------|--------|
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Gobiodon okinawae Yellow Coral Goby

This rather small marine fish from the western Pacific is bright yellow and a popular, peaceful aquarium fish. Its toxic, bitter mucous protects it against predators. The plankton eaters sit on stony corals and wait there until their prey approaches them.

marin Coraliquid
Plankton based liquid
food close to nature





October

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Geophagus sveni

Earth eater

This "earth eater" grows up to 20 cm (8 in.) and can, due to its peaceful nature, easily be kept together with other species. Their name is due to their eating behavior: they take up sand or mud from the bottom ground and filters the edible component by means of a gill raker.

Gravel

CO₂ proof natural and colored gravel neutral to water





November

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Chlamydosaurus kingii

Frilled Lizard

Frilled lizards are considered a symbol for Australia. The diurnal tree inhabitants mainly eat insects and can erect their frill like an umbrella in case of being threatened. Since Frilled Lizards become rather big, growing to about 1 m (3.3 ft.) in length, they need appropriately plenty of space in the terrarium.

reptil Professional Carnivor
Supplementary food for
carnivorous reptiles





December

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Aequidens pulcher
"Electric Blue"

Blue Acara

The bright blue fancy variant of the Blue Acara originates from South America and can grow to 16 cm (6.3 in.). The animals are peaceful but vigorously defend their territory when breeding. They prefer a high total hardness in an aquarium.

Vipan, San & Flora Nature
Natural ornamental fish
food without dyes and
preservatives





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