

# 2020



# 50

ANNIVERSARY





# 50 years of sera

## A look back ...

An anniversary is a nice cause for pausing and looking back on what has been achieved so far. The company sera was founded in 1970 by Josef Ravnak with the aim to achieve animal keeping as naturally as possible. Everything began with an innovation: by means of the so-called freeze drying process, food organisms for the first time could be preserved while optimally retaining their nutrients and vitamins. The first food types for aquarium care, such as sera Vipran flake food, which still is among the classics today, followed quickly. Subsequently, there were constant additions and optimizations to the product range according to the philosophy of the company. The marine aquarium, pond and terrarium care segments followed, as did addition of high quality care and technical equipment items to the product range (see timeline). Today, sera is an enterprise with over 200 employees worldwide and a full product range with approximately 4,000 items for aquariums, terrariums and ponds.



Old administration building



First pond range



Company premises in the 1990s



## ... and forward

However, a 50 year company anniversary is also an opportunity to take a look into the future. The main business field of the company sera is – then and now – the food segment. All food types, be it for ornamental fish, invertebrates or reptiles, are developed, manufactured and bottled at the headquarters of the company in Heinsberg according to newest scientific findings. Continuous quality controls ensure highest quality while doing so. The credo of achieving animal keeping as naturally as possible also applies here. The food range was therefore optimized recently: since May 2018, classic sera food types are available as “sera Nature” versions for the first time, which do not require dyes and preservatives. Furthermore, some food types for the first time contain insect meal as a high quality,



sustainable protein source (in addition to fish meal from sustainable fishery). Further conversions followed the first “Nature” flake food types in 2019, so now there are also tablet and fry food types available as “Nature” versions, for instance. In the water conditioning range, sera since early 2019 also leaves out dyes. Furthermore, sera relies on products that prevent problems instead of solving them. There are therefore no algicides in the range anymore – sera instead provides a biological filter medium that withdraws phosphate from the water by means of bacteria (excess phosphate can cause algae growth). sera continuously researches product solutions that are innovative, close to nature and as sustainable as possible.



The calendar for this year contains the most beautiful images from the sera calendars from the 1980s, 1990s and 2000s. As in the previous years, the sera Facebook aficionados also this time voted which twelve images should appear in the anniversary calendar.



Catching live food

until 1970



1970 1972 1974

Introduction of pond product range

1979 1981



Erection of a new hall, Introduction of technical items to create a full range

1985



1990 1995

Expansion: another hall

1998



2005



2006 2008



2017



2018 2019







09/99

# January

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	

*Xiphophorus maculatus*

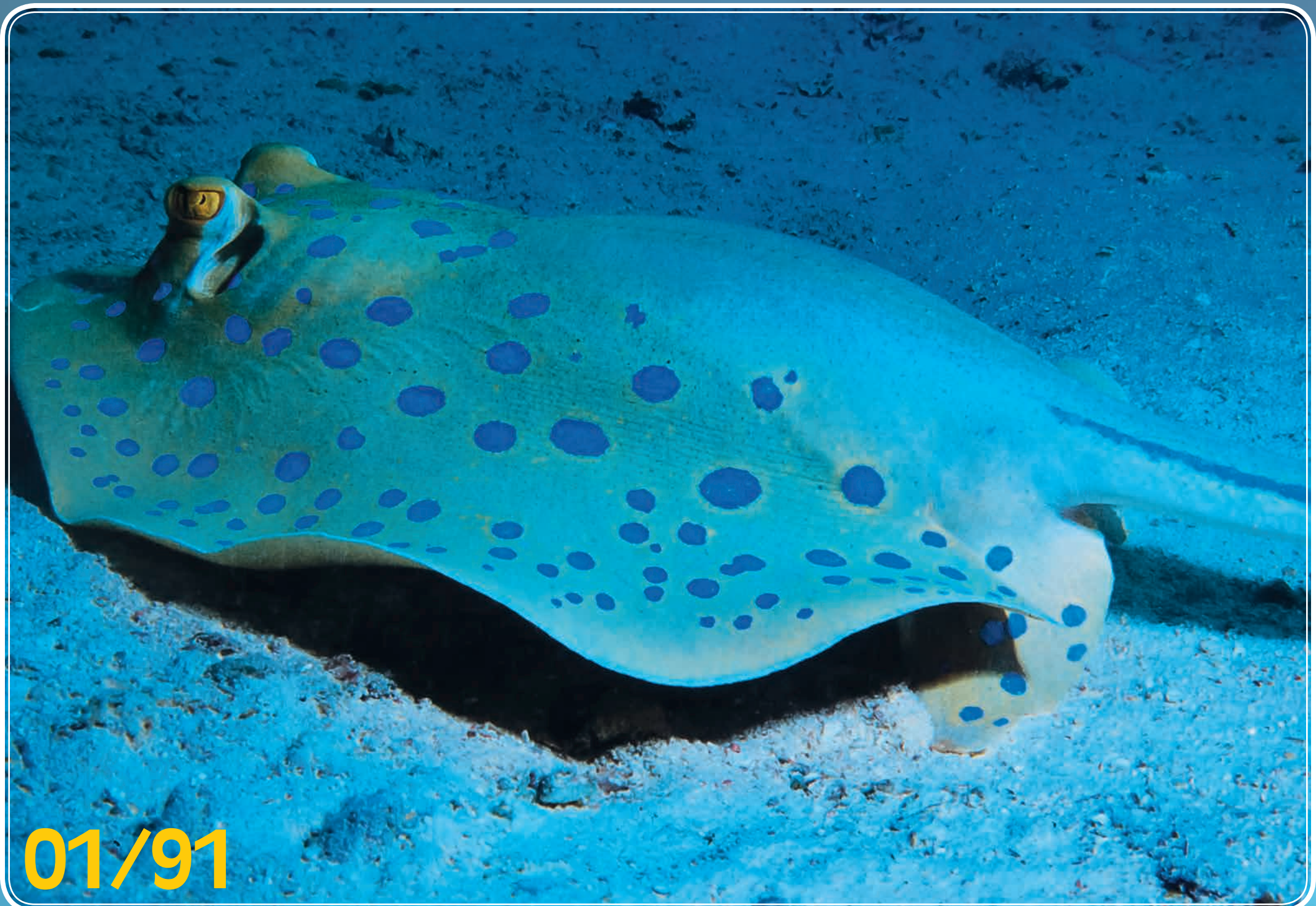
## Platy

The colorful Platy is easy to keep and can easily be kept with other fish. Its friendly, active behavior and the bright colors make it a favorite among aquarists.

**O-Nip Nature**  
Treat consisting of tabs  
attaching to the aquarium glass







01/91

# February

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	
7 Fri	15 Sat	23 Sun	
8 Sat	16 Sun	24 Mon	

*Taeniura lymma*

## Blue spotted stingray

This mysteriously looking, elegant cartilaginous fish is suitable only for experienced marine specialists with a sufficiently sized aquarium not only due to its venomous sting, but also due to its possible final size of 70 cm (27.6 in.).



**LED X-Change Tubes**  
The suitable lighting for  
almost all aquariums





01/92



# March

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 aequifasciatus*

## Discus Royal blue

As can be expected, the “King” among the ornamental aquarium fish is rather finicky. For having magnificent, permanently healthy animals, everything must be alright – from water quality via the setup up to the food.

**Discus Granules Nature**  
Staple food with high quality protein and ingredients rich in minerals







09/03



# April

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	

*Pseudemys* sp.

## Cooter

While juveniles of the popular terrapins still require a rather high percentage of animal protein, older animals are more and more vegetarian. In addition to their standard food they always should therefore also be offered veggie food such as aquatic plants, untreated lettuce and wild herbs.

**Raffy Royal**  
Natural food for terrapins,  
other reptiles and amphibians







04/03

# May

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	

*Nymphaea* sp.

## Water lilies

Blooming water lilies, as well as less eye-catching bog and aquatic plants, are not only beautiful to look at. They clean and stabilize the water and provide an ideal living environment for many pond inhabitants. The pond thus quickly becomes a lively little aquatic biotope with a big variety of species.

**pond UVC-55X**  
UVC water clarifier for  
ponds above 10,000 liters  
(2,640 US gal.)







07/98

# June

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	
8 Mon	16 Tue	24 Wed	

*Phractocephalus hemioliopterus*

## Redtail catfish

The nocturnal redbtail catfish is an impressive and beautiful animal. Due to its enormous final size [up to 130 cm (51.2 in.)], this predatory fish is usually not suitable for keeping in private aquariums.

### Note:

Specimens that have grown too big (better: get informed in advance and do not purchase them in the first place!) should under no circumstances be released into natural waters. Possibly, public aquariums will accept the animals.





09/08

# July

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	

## *Cyprinus carpio* Koi

For some pond keepers, the attractiveness of Koi may be in a rare fancy variant or their impressive appearance. But they are also simply amiable pets, unusually tame for fish, that can accompany their owners for a very long time, good keeping provided.

**Koi All Seasons Probiotic**  
Probiotic food for healthy, strong Koi







08/93

# August

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	

*Callopanchax (Syn. Roloffia) huwaldi*

This killifish or egg-laying toothcarp is very attractive, but also rather fastidious. Being "annual" fish that often live in waters that dry out, these killifish generally have a rather short natural lifespan and interesting reproduction strategies.

**Vipan Nature**  
Staple food with insect meal as a high quality and sustainable protein source







04/99

# September

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	
8 Tue	16 Wed	24 Thu	

*Iguana iguana*

## Green iguana

Green iguanas – here in a more grayish color variant – are impressive, primordially looking animals with an interesting behavior. However, due to its size [up to 2 m (6.6 ft.)] and its feeding habits (fastidious herbivore) they are not “animals for beginners”.

**reptil Professional Herbivor**  
Supplementary food for  
herbivorous reptiles







12/95

# October

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	

*Hypancistrus zebra* L 46

## Zebra pleco

Zebra plecos have a very exotic color pattern. Due to a dam project, they are now strongly endangered in their native country Brazil and therefore protected by an export ban. The animals offered in the trade are bred.

**Spirulina Tabs Nature**  
Plant food with 24% spirulina for healthy digestion and liveliness







02/95



# November

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	

*Corydoras blochi*

## Armored catfish

These peaceful and sociable animals search for their food near the bottom. The bottom ground must be well rounded and finely grained so they do not injure their highly sensitive barbels which they require for orientation and food search.

## Viformo Nature

Catfish food with sea algae rich in vitamins and gammarus as a protein and mineral substance source







02/94



# December

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	

*Poecilia reticulata*

## Guppies

The "classic" among the aquarium fish – always beautiful and never boring. Due to the long-term efforts of many breeders, these peaceful livebearers today exist in many different shapes and colors.

**Guppy Gran Nature**  
Veggie food with 4% spirulina for a healthy digestion







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[www.sera.de](http://www.sera.de)