

2022



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Keeping animals appropriately ...

Our love for animals is firmly rooted in the company philosophy of sera. And is this not what connects us as aquarium, terrarium and pond keepers?

We all want our animals to do well and that they have a pleasant, long life. We can provide a base for this by keeping our animals appropriately – this includes their environment design (be it an aquarium, a terrarium or a garden (pond)), their diet, their care and also their occupation. Every animal species has individual requirements that must be considered.

sera offers products in the food, care and technical equipment ranges that support appropriate animal keeping and match different requirements.

We
love ...





... with innovative products ...

Appropriate and at the same time innovative – with the ornamental fish food sera Insect Nature, which contains 40% sustainable insect meal from Tenebrio larvae and thus takes all animal protein exclusively from this insect species, sera shows this is an ideal combination. Furthermore, it meets the natural dietary spectrum of the fish which in nature predominantly feed on insect larvae and algae.

sera siporax Nitrate-minus Professional is another good example. The classic biological filter medium made of sintered glass is enclosed in a degradable biopolymer ball here, which serves as a safe carbon source for bacteria breaking down nitrate and thus maximizes denitrification. At the same time, water flow into the sintered glass ring is improved, which increases the holding time of the filter.



... which are as close to nature as possible.

The Nature food types by sera not only consist of ingredients close to nature but also do not require any dyes and preservatives at all. sera oriented the product range in a way to not use unnecessary ingredients in other areas as well.

This is also the reason why sera removed all biocide products, which for instance were used against algae in garden ponds, from the product range. sera uses biological alternatives such as sera siporax pond algenstop Professional instead, which is just as effective. It may, however, take a little longer until a visual effect takes place. But by doing so, phosphate enrichment, which otherwise would cause algae growth, is additionally prevented in a natural way.





January

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

Panaque cochliodon

Blue Eyed Pleco

Blue Eyed Plecos originate from Columbia and grow to 50 cm (20 in.) in nature. This rare pleco reaches up to 40 cm (16 in.) length in aquariums, and therefore requires an appropriately big aquarium with soft sand as bottom ground, many roots for rasping and a powerful filtration.

Catfish Chips Nature
Chips rich in ballast substances for rasping and suckermouth fish





February

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

Caridina sp.

Black TaiTiBees

Bee shrimps are popular freshwater shrimps with many beautiful fancy variants such as these black Taitibeas. They remain small, are very peaceful, and are well suited for nano aquarium care. They graze off algae and other periphyton throughout the day in the aquarium. They do best in a group of at least ten animals.

Shrimps Nature
Small sinking granules as a staple food for shrimps





March

1 Tue	9 Wed	17 Thu	25 Fri
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3 Thu	11 Fri	19 Sat	27 Sun
4 Fri	12 Sat	20 Sun	28 Mon
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Paracanthurus hepatus

Blue Tang

The popular Blue Tang is known even among non-aquarists at the latest as "Dory" from "Finding Nemo". However, this tropical marine fish should only be kept by experienced keepers. Reefs, crevices and corals are its natural habitats where it searches for (phyto) plankton as food.

marine GVG-Mix Nature
Natural food for ornamental fish in marine aquariums





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
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Cyprinus carpio

Koi pond

The colorful Koi, a fancy variant of carp, quickly becomes trusting and builds up a relationship to humans. The animals will even eat from the hand already after short familiarization. The impressive pond fish can grow very big (up to 1.10 m (3.6 ft.)) and live long (up to 60 years).

Koi All Seasons Probiotic
Probiotic food for healthy, strong Koi





May

1 Sun	9 Mon	17 Tue	25 Wed
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Nothobranchius rachovii

Bluefin Notho

Bluefin Nothos are among the most popular African killifish. With its exceptional, regular color pattern it is a real eye catcher. In the wild, they only live for one season in pools and water holes which dry out after a few months. It can become up to one year old in an aquarium.

ImmunPro Mini Nature
Probiotic growth food for
ornamental fish up to 4 cm
(1.6 in.)





June

1 Wed	9 Thu	17 Fri	25 Sat
2 Thu	10 Fri	18 Sat	26 Sun
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Testudo hermanni boettgeri

Hermann's Tortoise

May we introduce? This is Leo, a three year old and thus still very young Hermann's Tortoise. This tortoise species can become up to 100 years old! Among others, a healthy diet is the base for a healthy, long tortoise live. The herbivorous *Testudo hermanni boettgeri* requires food rich in fibers.

reptil Professional Herbivor Nature

Two-component supplementary
food for herbivorous reptiles





July

1 Fri	9 Sat	17 Sun	25 Mon
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Cynotilapia sp. 'hara' Gallireya Reef **Lake Malawi Cichlid**

This smaller Mbuna species originates from Lake Malawi. The animals form territories and require a sufficiently sized and well-structured aquarium with sandy bottom and high rock structures. One male should be kept with 2 – 3 females (so-called harem keeping). In nature, the animals feed on plankton and periphyton.

Flora Nature
Plant food consisting of flakes with ingredients rich in ballast substances and carotenoids





August

1 Mon	9 Tue	17 Wed	25 Thu
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Geoemyda spengleri

Black-breasted Leaf Turtle

The Black-breasted Leaf Turtle is a small terrapin well suited for keeping in a terrarium. According to its requirements, high humidity can be maintained there. Water bowls should also not be missing – however, they are only required for bathing, not for swimming. The animals are exclusively carnivorous.

Reptimineral C
Additional minerals
and vitamins for
carnivorous reptiles





September

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Nannostomus rubrocaudatus

Nannostomus rubrocaudatus grows to about 3 – 4 cm (1.2 – 1.6 in.) and is not suitable for beginners due to its water quality requirements. It should be kept in a group of at least six specimens in a well-structured aquarium. Hideaways, e.g. consisting of foliage such as Catappa leaves, contribute to their good health.

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





October

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Corydoras sterbai **Sterba's Corydoras**

The popular Sterba's Corydoras are very peaceful and sociable animals searching their food near the bottom. The bottom ground must be well rounded and fine grained as to ensure they do not injure their highly sensitive barbels they require for orientation and food search.

Viformo Nature
Catfish food with marine algae rich in vitamins and Gammarus as a protein and mineral source





November

1 Tue	9 Wed	17 Thu	25 Fri
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Community aquarium

Aquascapes are elaborately designed underwater realms that often imitate natural models. A setup with "hardscapes" (roots, rocks) and plants is the main goal. The animals stock serves for supporting and completing the harmonic total impression. Shoal fish that remain small, such as Green Neon Tetras, or shrimps are very popular here.



AquaTanks and Scaper Cubes
Modern design aquariums for individual configuration



December

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Betta unimaculata 'muara wahau'

Howong Betta

This attractive wild type labyrinth fish is a very big Betta that can grow up to 12 cm (4.8 in.). Free access to the surface must be ensured since labyrinth fish breathe air at the water surface.

But pay attention: *Betta unimaculata* can jump well!

Insect Nature

Insect food with 100% protein from sustainable sources





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