

2023



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Quality, innovation and sustainability
at sera:

excellent ✓



In 2022, sera received the award “pet product of the year” in the aquarium care category. This is an award by the specialized magazine “pet”. Every year, German specialized pet retailers vote for the best products in an online reader poll. sera won this poll in the aquarium care category in 2020, 2021 and 2022 and thus brought the “triple” to Heinsberg. The winning products include: the sera Scaper Cubes with *innovative drop shipping concept* (2020), the *sustainable food concept* sera Insect Nature (2021) and sera siporax Nitrate-minus Professional – *a well proven, high quality biological filter medium, reconsidered* (2022).

These three values – innovation, sustainability and quality – have always been very important for sera.
But what do they mean for sera?

Innovation

Improving aquarium care with innovative products – that was the sera motto already early on. For instance, sera revolutionized the industry with a unique freeze drying process in the 1970s. It was possible for the first time to preserve various food animals such as bloodworms or Tubifex while optimally retaining their nutrients and vitamins. In the past, sera presented innovations time and again also in the care and technology ranges. The herbal medicine Phyto med Catappa against fungi, bacteria and ectoparasites, introduced in 2021, is a current example for this. It is the first medicine for aquarium care based on Catappa leaves. Due to the new, unique extraction process developed by sera, a maximum of medically active substances is being dissolved from the leaves.



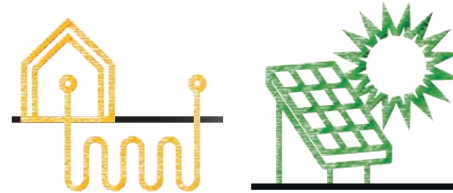
Specialists from the biology, chemistry and veterinary medicine fields continuously work on new product solutions in the research laboratory of the company.



Depending on the respective current legal situation not all medicines manufactured by sera are available in every country.

Sustainability

Being a medium sized, globally active enterprise, sera is aware about their responsibility towards man, animals and environment. The sustainability principle is firmly grounded in all enterprise processes – from production via transport up to sales. Sustainability is being maintained for decades at the headquarters in Heinsberg: The company had several big photovoltaics systems installed on the production site rooves already in the 1990s. Furthermore, a combined heat and power unit is in operation at the premises of the company in Heinsberg, which sera operates together with a regional energy provider. Further examples for practical sustainability: Both the administration building as well as the training, recreational and social rooms are heated with geothermal heat and illuminated in an electricity saving way.

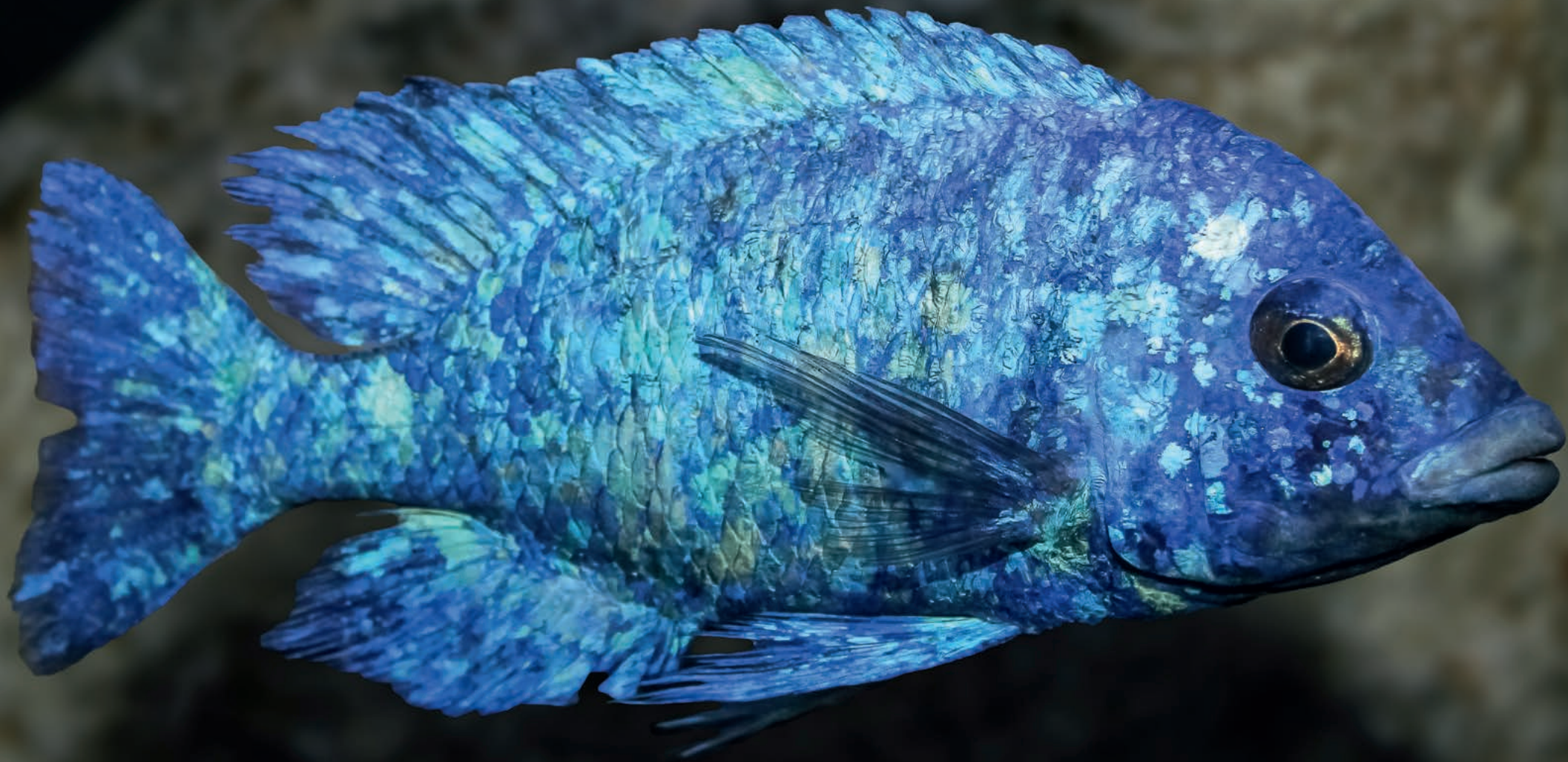


Quality



sera products are subject to strict quality requirements. Their fulfillment is permanently monitored in the on-site laboratory. The best example: the food for ornamental fish and reptiles. The food is manufactured bottled and shipped to retailers at the headquarters of the company in Heinsberg. For ensuring the high quality of the food continuously, quality control already begins when new raw materials are being delivered. Accompanying production, further samples are examined in the on-site laboratory until the ready packed product is finally approved. The internal analyses are regularly confirmed by external laboratories. The food is approved for shipping once they fulfill all quality criteria.





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
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7 Sat	15 Sun	23 Mon	31 Tue
8 Sun	16 Mon	24 Tue	

Placidochromis phenochilus
'Tanzania'

Lake Malawi cichlid

These colorful animals live in the sandy biotopes of Lake Malawi. They always follow bigger predators that dig in the sandy ground. The Lake Malawi cichlids filter the stirred up substrate through their gills and get food this way.

siporax Nitrate-minus Professional
Biological high performance filter medium for reliable nitrate breakdown





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
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8 Wed	16 Thu	24 Fri	

Hypostomus luteus Golden Sailfin Pleco

These great animals grow up to 45 cm (18 in.). The coloration of the catfish is characteristic, since it changes when they get older. While juvenile fish are mainly gray, older fish first get yellow dots before the entire fish turns yellow. Due to its size Golden sailfin plecos, like similar species, can only be kept in very big aquariums.

Catfish Tabs XXL Nature
XXL sized attaching tablets
for particularly big catfish and
other bottom oriented fish





March

1 Wed	9 Thu	17 Fri	25 Sat
2 Thu	10 Fri	18 Sat	26 Sun
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Caridina multidentata

Yamato Shrimp

This popular *Caridina* species is often also called Amano shrimp – named after Japanese Takashi Amano. The busy little animals are mainly active as a cleaning squad in many aquariums. They relentlessly eat algae and graze off plants as well as decoration items.

Catappa Leaves
Catappa Leaves as a natural treat for shrimps





April

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Cyprinus carpio

Asagi Koi – Bright blue Koi

These animals got their name due to their blue coloration on the back (asagi = bright blue). The rather slender fish at the same time belong to the biggest among their species and are considered very lively. Among all fancy variants, Asagi Koi come closest to their predecessors in the wild.

Koi Snack Professional Nature
Nibbling sticks as a treat for feeding from the hand



Sera[®]
We Love Fish

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May

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Copella arnoldi Splashing Tetra

Splashing tetras have already been among the most popular aquarium fish for many years. The rather plain animals are mainly known for their exceptional breeding behavior. The animals leave the water for laying eggs and fertilizing them and jump to leaves above the water surface. They hold on there and slide back into the water after laying eggs and fertilizing them. The male then regularly splashes the eggs with fresh water.

Hardscape
Natural products for
appropriate and individual
aquarium design





June

1 Thu	9 Fri	17 Sat	25 Sun
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Testudo hermanni boettgeri Hermann's Tortoise

Due to their space requirements, Hermann's Tortoises should be kept in bigger escape proof outdoor setups. Besides various and appropriate soil, abundantly growing plants should also be considered. These provide both protection and food for the animals. In colder regions, shelters with a roof and an additional heat source are also advisable.

Reptimineral H
Minerals, trace elements
and vitamins for improving
fresh food





July

1 Sat	9 Sun	17 Mon	25 Tue
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Pterophyllum scalare
'Rio Nanay'

Peru-Altum-Skalar

These South America cichlids like it a bit warmer and well structured. In case the keeping conditions are not suitable and the animals thus do not feel well, they are often jumpy and retreat. Due to their long fins and a body height of up to 30 cm (12 in.) the swimming space should be at least 50 cm (20 in.), ideally even 60 cm (24 in.) high.

Insect Nature
Ornamental fish food with 40% insect meal as a sustainable protein source





August

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Trachemys scripta scripta Yellow-bellied Slider

This terrapin has been considered invasive in Europe for several years and can be found in many ponds and lakes. While juvenile terrapins still are mainly carnivorous, the requirements of adult animals change: they should mainly be fed herbal food. Water lentils, for instance, belong to their natural nutrition. But the animals can also be fed fresh salad and food matching their age.

Turtle Adult Nature
Sustainable herbal food for healthy turtles up to high age





September

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Mikrogeophagus ramirezi
'Electric Blue'

Butterfly Cichlid

These popular Butterfly Cichlids are the 'Electric Blue' fancy variant. The animals cannot be found in this coloration in their natural South American habitat. These rather small cichlids grow to 7 cm (3 in.) at the maximum and are well suited for keeping them together with peaceful tetras. They are thus also ideally suited for smaller community aquariums above 80 cm (31 in.) with densely growing plants.



AquaTanks and Scaper Cubes
Modern aquarium combinations
from 48 to 160 liters (12.7 to
42 US gal.)



October

1 Sun	9 Mon	17 Tue	25 Wed
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Pterapogon kauderni Banggai Cardinalfish

These popular marine water inhabitants are mouth breeders and rather easy to breed. For keeping natural populations it is therefore advisable to search for bred animals when purchasing them. While they always live in big shoals of up to 500 animals in nature, they are only suitable for being kept in pairs in an aquarium.

marine reef salt
Premium marine salt for
colorful corals and healthy
animals





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Carinotetraodon travancoricus Dwarf Pufferfish

Dwarf pufferfish like low currents and densely growing plants. The animals originate from Asia and do particularly well in a group only with members of their own species. Due to their size and the rather low swimming space requirements, keeping them is also possible in smaller aquariums above 60 cm (24 in.). Appropriate nutrition also includes regularly feeding small snails in this case so the continuously growing teeth can wear off.

X-Edge
Internal corner filter in three sizes for aquariums from 50 to 300 liters (13 to 79 US gal.)





December

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2 Sat	10 Sun	18 Mon	26 Tue
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Macropodus spechti
'Royal Blue'

Royal blue Macropode

The royal blue variant of black paradisefish is still a very new fancy variant. Like all macropodes, they as well belong to the labyrinth fish and thus require free access to the water surface. Due to their high temperature tolerance range (15 to 25°C; 59 to 77°F) they are also popular as pond fish in colder regions during summer. For instance, they are very well suited for seasonal small ponds.

FD food
Gently dried, whole food animals as a special treat





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