

Sera Scaper Cubes

NEW



3 Aquariums – 1,500 possibilities

End customers configure their entirely personal aquariums with the first aquarium drop-ship concept in the industry in the stationary trade, which they pay the retailer for, who then orders it from sera. sera immediately ships the personalized aquarium kit to the end customer on behalf of the retailer. If desired, even with all required accessory items and even with decoration materials for an immediate start into the aquarium hobby.



Which advantages do retailers and end customers have?

Classical aquarium presentation in stores is space and cost intensive. In spite of often large stock it may happen that just the color combination desired by the end customer is missing. The new aquarium drop-ship concept by sera allows to precisely match the aquarium to the customer wishes and ship it directly to customers. No stocks are required any more except for the sample aquariums!

The trend to individualize also enters the aquarium industry with the Scaper Cubes. Particularly convenient for end customers: they do not have to transport the aquarium from the store to the car and from the car into the apartment but can have the packet comfortably delivered at home.



Order process

Retailers will, among others, receive a roll-up, banners as well as check lists for presenting the new aquarium drop-ship concept by sera in their stores. Whenever an end customer is interested in the concept, the following steps leading to the individual aquarium can simply be followed:

How big is the aquarium supposed to be?

The open design aquariums are characterized by innovative jump protectors at all glass edges, which prevent shrimps climbing or fish jumping out. The kit includes an internal filter and energy efficient LED lighting with design holder.



Is a prefabricated mounting desired?

New beginners, in particular, are often not sure how to set up their new aquarium. The hardscapes specially developed for the sera Scaper Cubes are applied here. They consist of bottom ground, roots and rocks (without plants!), and each are linked to a theme. Each of the six hardscapes is available at an advantageous price, but the components can of course also be ordered separately.

Hardscape Asia



Hardscape South America



Hardscape Desert



Hardscape Shrimp



Hardscape Grand Canyon



Hardscape Africa



Additional packs

Is more light required?

Additional lighting is recommended in case the aquarium is to be planted abundantly or if it is a bigger aquarium (64 or 80 liters). sera offers LED kits at an advantageous price also in this case.



Are useful products required additionally for an uncomplicated start?



Starter Kit

The **Starter Kit** contains basic items every aquarist needs: a fish net, a precision thermometer, a magnetic glass cleaner and a quick test kit for 6 water parameters.



Scaper Kit

The **Scaper Kit** allows aquascapers and those who want to become it to set up and maintain their new aquarium. It includes tweezers for placing the aquarium plants, scissors for cutting plants and basic as well as systemic fertilizer for optimal plant care.



Water Kit

The **Water Kit** provides everything required in the start phase and after it: a water conditioner for fish friendly water, a liquid biofilter medium with millions of filter bacteria that start the filter process, and a pollutant remover.



Food Kit

The **Food Kit** optimally provides the fish in the new aquarium with all important nutrients. A staple food, a veggie food and a color food cover all important food types and are suitable for all ornamental fish. O-Nip tasty morsels provide healthy variation for the animals.



Filter Media Kit

The **Filter Media Kit** including a filter cartridge for enhancing the filter capacity of the internal filter is recommended especially for the big Scaper Cube (80 liters). The kit additionally includes the two high performance filter media siporax mini (biological) and crystal clear (mechanical).

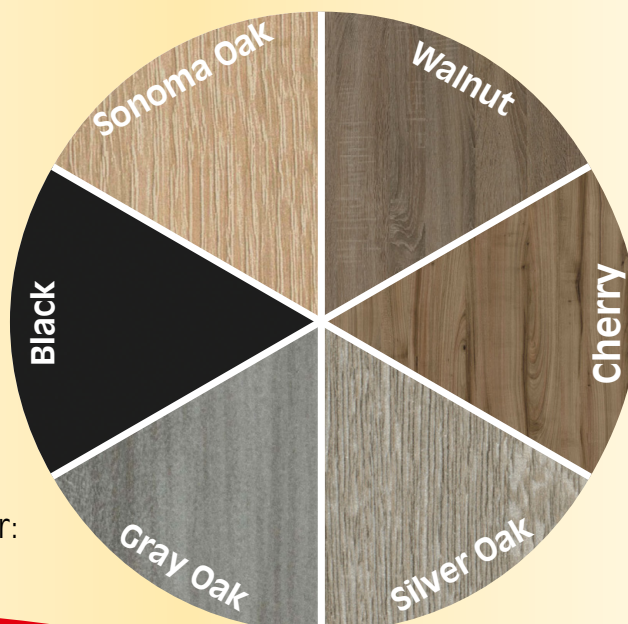
Cabinets

Is the aquarium supposed to be placed on a cabinet?

The modern sera cabinets were developed especially for the sera Scaper Cubes (48, 64 and 80 liters). They are available in three sizes: 80, 90 und 100 cm. Since the basic area of the Scaper Cubes is the same (40 cm x 40 cm), the cabinets are equally suitable for all Scaper Cubes and can be combined as desired.



The body of the cabinet is entirely black. Individual customization of the cabinet is nevertheless possible. There are six different colors too choose from for the door:



Decoration material

Are rocks and roots required separately?

New in the sera product range: seven different natural rocks as well as two root types. All rocks and roots are sold by piece (no calibrated scales required any more!) and provide an EAN code. End customers thus can take the rocks or roots right away and know from the beginning how much to pay at the cashier.



Wooden box

In the shelf, all rocks are presented in bright wooden boxes, so end customers get a good overview of the rock product range. Since the boxes are open to the front, the rocks can directly be taken out of the box and examined.



Setup box

A rectangular wooden box is placed on the shelf, allowing to test the positioning of rocks and roots on location. The box is equipped with two sliders (horizontal and vertical) as well as sand. It thus makes the purchase decision easier for end customers and provides an opportunity for interactive counseling at the shelf.

sera Rocks

Rock Gray Mountain



Gray natural rock with fissured surface

Rock Grand Canyon



Red-brown natural rock with strongly fissured surface

Rock Red Lava



Dark red lava rock with porous surface

Rock Quartz Gray



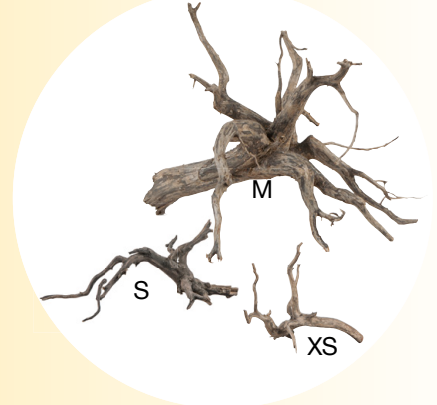
Dark gray natural rock with white inclusions

Rock Asian Pagoda



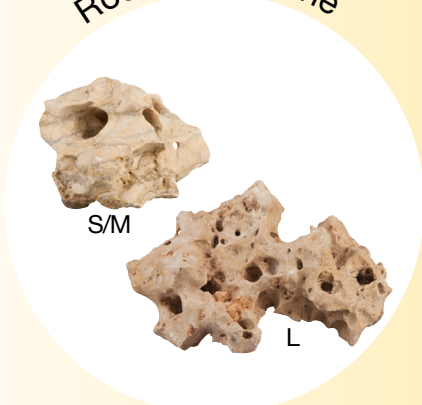
Gray-beige natural rock with fascinating texture

Scaper Root



Filigree root in three different sizes

Rock Hole Stone



Beige hole rock with smooth surface

Rock Desert



Bright beige natural rock with horizontal furrows

Scaper Wood



Compact desert wood on shale slab in two sizes

Bottom ground



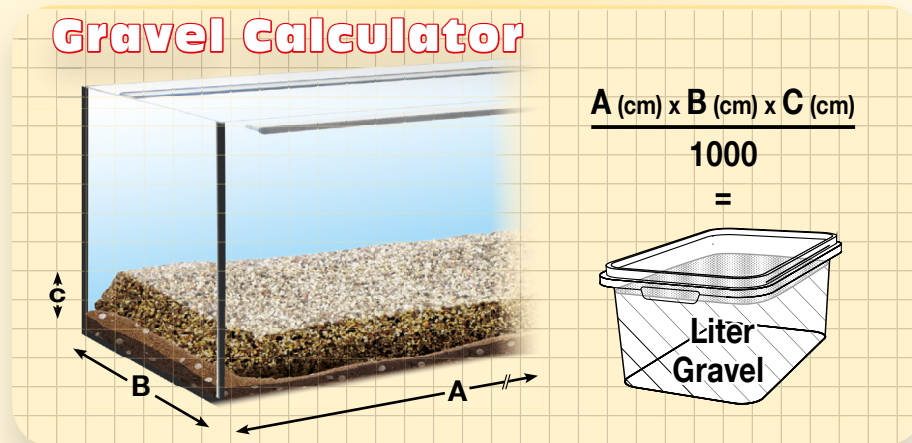
The sera Gravel range consists of four types of colored gravel and four types of natural gravel that are CO₂ proof, neutral to water and guaranteed to be free from pollutants.

Different colors and grain sizes allow for an individual aquarium setup matching the fish and plant stock. Due to being round grained, all gravel types are also suited for shrimps and catfish. The round grains make sure bottom fish such as catfish do not get injured when looking for food at the bottom.

Particularly interesting for breeders: all decorative sera Gravel types were tested according to DIN 38415-6 / EN ISO 15088 by an independent institute and are proven to be free from pollutants so fish spawn can develop healthily there. All gravel types are thus also suitable for keeping and breeding more sensitive species.

sera Gravel

The sera Gravel types are available in two different variants: 3 l and 6 l. The gravel amount required for an aquarium can be calculated with the Gravel Calculator quite easily. The dimensions of the aquariums (length = A in cm, width = B in cm) is multiplied with the desired height (C in cm) of sera Gravel to do so, the result is then divided by 1,000. This provides the required liters of sera Gravel as a result.



Colored gravel	
Gravel Blue Blue colored gravel (Ø 2 – 3 mm)	
Gravel Brown Brown colored gravel (Ø 2 – 3 mm)	
Gravel Black Black colored gravel (Ø 2 – 3 mm)	
Gravel Gray Gray colored gravel (Ø 2 – 3 mm)	

Natural gravel	
Gravel White White natural gravel (Ø 1 – 3 mm)	
Gravel Anthracite Anthracite colored natural gravel (Ø 1 – 3 mm)	
Gravel Beige Beige colored natural gravel (Ø 2 – 4 mm)	
Gravel Ocher Ocher colored natural gravel (Ø 0 – 2 mm)	

Setup plans

2 x 1.25 m decoration material			
Description	order code	size	quantity
sera Rock Gray Mountain	32340	S/M	20
	32341	L	8
	32342	XXL	3
sera Rock Quartz Gray	32343	S/M	20
	32344	L	8
sera Rock Hole Stone	32345	S/M	20
	32346	L	8
sera Rock Grand Canyon	32347	S/M	20
	32348	L	8
	32349	XXL	3
sera Rock Asian Pagoda	32350	S/M	20
	32351	L	8
	32352	XXL	3
sera Rock Desert	32353	S/M	20
	32354	L	8
	32355	XXL	3
sera Rock Red Lava	32356	S/M	20
	32357	L	8
sera Scaper Root	32358	XS 18 – 20 cm	10
	32359	S 25 – 30 cm	7
	32360	M 30 – 35 cm	5
sera Scaper Wood	32361	M 18 – 20 cm	6
	32362	L 30 – 35 cm	4
sera wooden box for rocks	32330	62 cm	9
sera setup-box	32331	100 x 50 cm	1

1,25 m Scaper Cubes

Description	order code	quantity
sera Scaper Cube 48 Starterset	32366	2
sera Scaper Cube 64 Starterset	32367	2
sera Scaper Cube 80 Starterset	32368	2
sera Unterschrank 80 cm mit Tür Black	32393	1
sera Unterschrank 90 cm mit Tür Walnut	32401	1
sera Unterschrank 100 cm mit Tür Silver Oak	32409	1
sera Roll-Up für Scaper Cubes	32332	1
sera Hardscape Shrimp	32335	1
sera Hardscape Africa	32334	1
sera Hardscape Desert	32339	1
sera Zusatzpaket LED Plantcolor Sunrise	32369	2
sera Zusatzpaket LED Cool Daylight	32370	1

1,25 m Gravel

Description	size	order code	quantity
sera Gravel Blue Ø 2 – 3 mm	3 l	32257	4
	6 l	32258	2
sera Gravel Brown Ø 2 – 3 mm	3 l	32259	4
	6 l	32260	2
sera Gravel Black Ø 2 – 3 mm	3 l	32261	4
	6 l	32262	2
sera Gravel Gray Ø 2 – 3 mm	3 l	32263	4
	6 l	32264	2
sera Gravel White Ø 1 – 3 mm	3 l	32265	4
	6 l	32266	2
sera Gravel Anthracite Ø 1 – 3 mm	3 l	32267	4
	6 l	32268	2
sera Gravel Beige Ø 2 – 4 mm	3 l	32271	4
	6 l	32272	2
sera Gravel Ocher Ø 0 – 2 mm	3 l	32269	4
	6 l	32270	2
sera floredapot	2,4 kg	03375	8
sera shelf topper 125 cm Gravel		32313	1

Configurator

sera Scaper Cubes

Starter Kit



additional lighting

LED Plantcolor Sunrise



LED Cool Daylight



Hardscapes

Asia



South



Shrimp



Gran



accessory packages

Starter Kit



Scaper Kit



Water Kit



- ✓ six steps to an individual aquarium
- ✓ more than 1,500 combination options
- ✓ convenient home delivery



North America



Desert



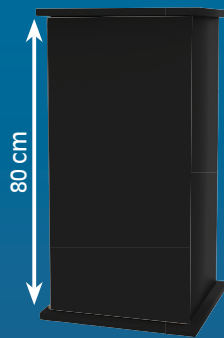
Grand Canyon



Africa

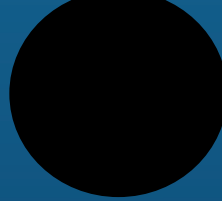


cabinets



door color

Black



Sonoma Oak



Walnut



Cherry



Silver Oak



Gray Oak



Food Kit



Filter Media Kit

