

New Era



health • colour • vitality

New Era Fish Food Range



Marine



Tropical



Coldwater



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ABOUT US

New Era has continued to build upon its world renowned market leading marine diets to develop a full range of Marine, Tropical and Coldwater products.

New Era's diets contain only the highest quality natural ingredients, proteins, lipids, vitamins and minerals. Our unique low temperature, low speed and low pressure manufacturing processes keep all the goodness locked in. This helps support the immune system and enhances the natural colouration of your fish. Plus, with no leaching, water quality is not compromised.

About Us

- Exceptional reputation built on our innovative technical feeding strategies
- Total in-house development – manufacturing and distribution.

How we do it

- We are revolutionising the aquarium foods market by our proven Innovation, Research and Development.

About Our Manufacturing Process

- Low temperature
- Low speed
- Low pressure

About Our Products

- Unique soft sinking pellets
- Unique large flake formulae
- Natural sustainably sourced ingredients
- Rich in protein and minerals
- No leaching
- 'Lock in' nutrients
- Supports immune system



What ever product you use from New Era, it will support your fishes:-

- Health
- Protection
- Vitality
- Water quality
- Natural colouration



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MARINE

Marine Flakes

Suitable for all tropical marine species including: Damselfish, Clownfish, Lionfish, Anthias, Gramma, Butterflyfish, All Marine Angelfish, Wrasse, Garden Eels, Parrotfish, Hawkfish

Sizes available: 15g, 30g, 200g



Aegis Flakes

Aegis Flake is a unique diet designed to support a healthy immune system. Use in rotation with Marine Flakes and Algae Flakes (see chart on page 11)

Suitable for all tropical marine species including: Damselfish, Clownfish, Lionfish, Anthias, Gramma, Butterflyfish, All Angelfish, Wrasse, Garden Eels, Parrotfish, Hawkfish

Sizes available: 15g, 30g, 200g



Algae Flakes

Suitable for all herbivorous tropical marine species including: Surgeonfish, Butterflyfish, All Marine Angelfish, Damselfish, Clownfish, Rabbitfish, Wrasse

Sizes available: 15g, 30g, 200g



MINI MarineGrazer™

Suitable for all Tropical Marine grazing species.

Mini MarineGrazer™ is a unique feeding system for all marine grazing species, with its unique suction fixing generating natural feeding behaviour and giving the home aquarist an enhanced view of their fish grazing. For species including: Tangs, Surgeonfish, Rabbitfish, Butterflyfish, All Marine Angelfish, Gobies



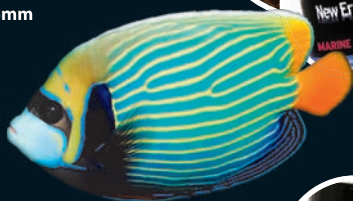
MARINE

Marine Pellets

Suitable for all tropical marine species including: All Marine Angelfish, Gobies, Damselfish, Clownfish, Moray Eels, Wrasse, Pufferfish, Parrotfish, Hawkfish

Sizes available: 120g, 300g, 1.8kg

Pellet Size: Small 1.5mm



Aegis Pellets

Aegis Pellets is a unique diet designed to support a healthy immune system. Use in rotation with Marine Pellets and Algae Pellets (see chart on page 11)

Suitable for all tropical marine species including: All Marine Angelfish, Gobies, Damselfish, Clownfish, Moray Eels, Wrasse, Pufferfish, Parrotfish, Hawkfish

Sizes available: 120g, 300g, 1.8kg

Pellet Size: Small 1.5mm

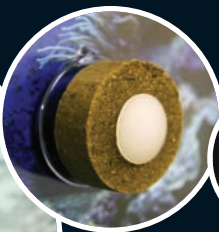


Algae Pellets

Suitable for all herbivorous tropical marine species including: Surgeonfish, Butterflyfish, All Angelfish, Damselfish, Clownfish, Rabbitfish, Wrasse

Sizes available: 120g, 300g, 1.8kg

Pellet Size: Small 1.5mm



TROPICAL

Tropical Flakes

Suitable for all omnivorous tropical freshwater species including: Tropical Angelfish, Tetras, Rasboras, Barbs, Livebearers, Gobies, Minnows, Rainbowfish, Pufferfish, Gouramis

Sizes available: 15g, 30g, 200g



Central/South American Cichlid Pellets

Suitable for all Cichlid species from Central and South America including large fish such as: Oscars, Geophagus, and smaller fish such as: Apistogrammas, Microgeophagus, Acaras, Cichlasomas

Sizes available: 120g, 300g, 1.8kg

Pellet Size: Small 1.5mm
& Medium 6mm



Rift Lake Cichlid Pellets – Red

Suitable for all predatory carnivorous Cichlid species from Africa including: Haplochromis, Alonocara, Protomelas, Judiochromis, Nimbochromis, Neolamprologus

Sizes available: 120g, 300g, 1.8kg

Pellet Size: Small 1.5mm



Rift Lake Cichlid Pellets – Green

Suitable for all herbivorous grazing Cichlid species from Africa: Pseudotropheus, Melanochromis, Labeotropheus, Labidochromis, Metriaclima

Sizes available: 120g, 300g, 1.8kg

Pellet Size: Small 1.5mm



TROPICAL

Discus Pellets

Suitable for all Discus species including: Wild and captive bred Discus.

Sizes available: 120g, 300g, 1.8kg

Pellet Size: Small 1.5mm



Plec Pellets

Suitable for all grazing Catfish including: Plecostomus, Ancistrus, Whiptails, Hill Stream Loach, Gara, Panaque

Sizes available: 120g, 300g, 1.8kg

Pellet Size: Medium 8mm



Catfish Pellets

Suitable for all Catfish including: Corydoras, Synodontis, Bagrid, Dora, Botia, Dianema, Pimelodus, Brochis

Sizes available: 120g, 300g, 1.8kg

Pellet Size: Small 1.5mm



Tropical Pellets

Suitable for all omnivorous tropical freshwater species: Large Characins/Tetras, Large Barbs, Gobies, Livebearers, Rainbows, Snakeheads, Puffers, Wrasse

Sizes available: 120g, 300g, 1.8kg

Pellet Size: Small 1.5mm



COLDWATER

Developing our Marine and Tropical technologies in a brand new Coldwater Range

Goldfish Flakes

Goldfish flakes are uniquely designed to provide the perfect balanced diet with all natural ingredients and are suitable for all species including Common Goldfish, Shubunkins and Comets

Sizes available: 15g, 30g, 200g



Goldfish Pellets

Goldfish pellets are designed to be used where feeding from the surface is not preferable. The all natural ingredients make this pellet the perfect complete diet for all goldfish including fancy species such as Oranda, Ranchu and Black Moors

Sizes available: 120g, 300g, 1.8kg

Pellet Size: Small 1.5mm



CARBON

CARBONactive™

Made from bituminous coal, low in phosphate release, low in dust, high organic retention and fast absorption rate, CARBONactive™ is processed to the highest standards to produce a clean and highly effective quality carbon.

Sizes available: 250g, 1kg, 25kg



ENRICHMENTS FOR LIVE FOOD

Marine Frozen Food Enrichment

Our advancements in lipid technology have enabled the latest innovation and dietary understanding to be applied to frozen feeding regimes. The Marine Frozen Food Enrichment is rich in vitamins and antioxidants and is blended with premium fish oils, natural pigments and nutraceuticals that assist by binding to tissues of frozen foods to enhance its nutritional profile

Suitable for: Damsels/Clownfish, Anthias, Lionfish, Gramma, Butterflies, Angels (Large & Dwarf), Wrasse, Garden Eels, Shrimp Fish, Puffers, Parrotfish, Hawkfish, Angels (Large & Dwarf), Butterflies, Gobies, Dragonettes, Damsels/Clownfish, Moray Eel, Wrasse, Puffers, Parrotfish, Hawkfish

Size: 100ml



Aegis Frozen Food Enrichment

Our innovations in lipid technology have enabled the benefits of Aegis dietary advancements to be incorporated into frozen feeding regimes. The Aegis Frozen Food Enrichments are rich in vitamins and antioxidants and use a blend of premium fish oils with natural pigments and nutraceuticals that bind to the tissues of frozen foods to enhance its nutritional profile.

Rotating with Marine Frozen Food Enrichment ensures nutritional variety that will maximise fish health colour and vitality.

Suitable for: Damsels/Clownfish, Anthias, Lionfish, Gramma, Butterflies, Angels (Large & Dwarf), Wrasse, Garden Eels, Shrimp Fish, Puffers, Parrotfish, Hawkfish, Angels (Large & Dwarf), Butterflies, Gobies, Dragonettes, Damsels/Clownfish, Moray Eel, Wrasse, Puffers, Parrotfish, Hawkfish

Size: 100ml



ENRICHMENTS FOR LIVE FOOD

Live Food Enrichment

Our Live Food Enrichment is formulated to enhance the nutritional profile of nauplii artemia. By combining a blend of the finest marine fish oils together with high quality natural pigments and nutraceuticals these emulsions are designed specifically for short duration enrichment applications.

Suitable for: Artemia

Size: 100ml



Artemia

High quality Artemia Cysts with a 90% hatch rate have been carefully selected for larviculture application and offer very small first hatch nauplii for demanding fish and crustacean larvae. The success of any breeding program or "first feed" situation ultimately depends on the selection and quality of the items fed. With marine ornamental species in mind we take away chance and offer the finest artemia available. If nutritional enhancement is required our "liposome emulsion enrichment" provides the ideal source of nutrients for demanding species.

Suitable for: Fish Fry, Jellyfish, Seahorses, Pipefish

Size: 550g



Spirulina

Spirulina is a blue-green cyanobacterium rich in phytonutrients, proteins, mixed carotenoid pigments and polyunsaturated fatty acids. This includes the rare lipid, gamma-linolenic acid, GLA (18:3 omega-6). Used as a food supplement in both live and dry feeds, Spirulina provides an excellent source of nutritional enrichment for a wide variety of applications.

Suitable for: Artemia

Size : 250g



FEEDING GUIDE

Flakes

Feed up to three times per day, crushing flakes to suit size of fish, do not overfeed, remove any uneaten food, store in a cool, dry place, do not put wet fingers in pot.

Pellets

Feed up to three times per day, do not overfeed, remove any uneaten food, store in a cool, dry place, do not put wet fingers in pot.

Plec Pellets

For best results feed late afternoon/evening and remove any uneaten food the following morning, do not overfeed, store in a cool, dry place, do not put wet fingers in pot.

MINI MarineGrazer™

Place a single MINI MarineGrazer™ on its unique suction fixing placing it half way down your aquarium. Feed only when aquarium is illuminated and remove any uneaten food before turning lights out.

Marine Feeding Strategy

New Era **FEEDING CHART**
Enter the start date of each week below to keep your sequence running correctly

week 1	week 2	week 3	week 4	week 5	week 6
START DATE:	START DATE:	START DATE:	START DATE:	START DATE:	START DATE:

REPEAT SEQUENCE AFTER 6 WEEKS

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