

Tests have proven³

that all pond fish showed exceptional healthy growth when fed with the new food formulas of the Tetra Pond food range!

Healthy fish³

Species	Tetra Growth (%)	Competitors Growth (%)
Pond	~115	~80
Koi	~120	~65
Goldfish	~120	~105

³Internal Research, Fish Growth: Average across all Tetra Pond feeds and several pond competitors, 2021. Feed value performance test, 2022, unpublished, available at Tetra

Tetra

Top reasons to sell the new Tetra Pond food range

- ✓ Offer high-quality products based on scientific proof
- ✓ Actively support the healthy life of your customers' pond fish and promote clear water!
- ✓ Attract more customers with the new appealing packaging which presents main selling points in an eye-catching icon!
- ✓ Meet your customers' demands with the new formulas with natural ingredients based on U&A insights!

NEW GENERATION POND FISH FOOD

LESS IS MORE

Clear water⁴

The new food formulas also showed that the omission of artificial colourants in the formulas promote especially clear water!

⁴Internal Research, Clear Water: Tetra New vs. Old Formulas, 2021.

Tetra Pond existing vs. new formula

Our contributions to a more sustainable future

As the global leader in aquatics, we understand and respect the environment we live in. It is our objective to act responsibly and ensure a sustainable business development.

- Our Tetra brand is proud to announce the launch of new sustainable packaging for their fish food products.
- The 500ml and 1l tins are made of 100% post-industrial recyclate ("PIR"), fully recyclable and not just a novelty for Tetra, but also for the aquatic industry.
- By reusing the raw material, we are able to save up to 85 tons of plastic per year while continuing to provide high-quality products in functional packaging.

- ✓ No colourants
- ✓ No added preservatives
- ✓ With natural ingredients

R.B. Höfte

Approved by Barron Benno ter Höfte, Expert for Nutrition and Quality Assurance

Extensive market research has shown

that your customers' purchasing decision is primarily driven by the following factors when buying food for their pond fish: healthy growth, clear water and natural ingredients.¹

¹Source: G.V.K. Market Research in Germany, France, UK, Poland and Russia, 02/2023.



BE HONEST Transparent, proving & credible

✓ Natural ingredients

Newly developed and optimized food formulas with natural ingredients

✓ Healthy growth

New protein-mix + included PUFA-Booster (polyunsaturated fatty acids) promote healthy growth

✓ Clear water

The omission of artificial colourants in the formulas promote especially clear water



Attract more customers with optimised design!

- ✓ Clear structure
- ✓ Healthy vibrant fish which stands out against the dark background
- ✓ Packaging shows clearly what's inside
- ✓ Strong focus on „Natural Ingredients“ and overall more natural look and feel
- ✓ Matt finish for the label and lid
- ✓ Simplified colour-codes for easier navigation
- ✓ Packaging conveys an impression of experience, professionalism, competence and trust



SEE THE DIFFERENCE!

No colourants and no added preservatives

BEFORE



Koi Sticks



Pond Flakes



Colour Sticks

NEW ENHANCED FORMULA



- We eliminated all artificial colourants and colour enhancers from our formulas
- We chose raw materials that have the ability to naturally colour the food or the fish