



aquaMagazin

INTERZOO Nürnberg
Trade fair innovations
History and anniversary
Innovation
Trends and Outlook



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Introduction

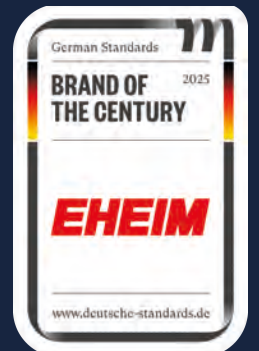
SHAPING MARKETS TOGETHER

For over 75 years, EHEIM has stood for high-quality aquarium technology. What began as a pioneering achievement is now an internationally established company with a clear philosophy: quality is achieved through in-house development, controlled manufacturing and a long-term approach.

The market has changed. Customers expect digital solutions, energy efficiency and well-designed technology. At the same time, demands on advice, service and availability are rising. For specialist retailers, this means greater complexity – but also new opportunities.

EHEIM combines tradition with technological advancement. With digital system solutions, sustainable production and clearly structured POS concepts, we support our partners in standing out from the competition and remaining successful in the long term.

Interzoo 2026 is therefore more than just a product platform for us. It is a meeting place for exchange, ideas and partnership. Let's talk about the future.





75 years of EHEIM: The journey from toys to the most important brand in aquatics.

EHEIM's invention of the aquarium suction filter in the 60's, started the long journey of making aquarium keeping a hobby for broad sections of the population and millions of enthusiasts worldwide.

It all began in 1949, the year in which the Federal Republic of Germany was founded. At that time, a young engineer named Gunther Eheim started his first company near Stuttgart to „repair and manufacture technical toys“. The business was set up on his father-in-law's veranda and Model railways were repaired and rebuilt there. The company later moved to Deizisau, just a few kilometres away, where EHEIM has its headquarters today.



This is where Eheim developed its legendary model trolley bus in 1953. Although a bestseller, it only came with a fountain for model railway layouts and a pump with magnetic coupling that was designed for this purpose. Though it was waterproof.



The idea of combining this centrifugal pump with a cleaning tank ultimately led to the development of a suction filter for aquariums. Finally, aquarium water could be cleaned automatically.

The first EHEIM filter system went into production in 1963. By 1971, 100,000 EHEIM aquarium filters were already in use worldwide. Ten years later, the company was already manufacturing on 10,000 m² of factory space. Further inventions, innovations, and products appeared quickly.

To expand their aquarium portfolio, EHEIM acquired the aquarium construction company Müller & Pfleger (mp) in Rockenhausen (Rhineland-Palatinate) in 1993. Since then, aquarium sets in various sizes and designs have been created for both freshwater and marine. During this period, the „shopDesign“ shopfitting service for the pet trade was also created.



In 2002 EHEIM also took over the Jäger company in Wüstenrot. Similar to Gunther Eheim, the engineer Eugen



History and Anniversary

Jäger helped increase the popularity of the ornamental fish aquarium with his invention of the adjustable „Jäger Regulator Heater“.

Today, the EHEIM range includes aquarium sets for freshwater and marine as well as aquarium lighting and control, internal and external filters, aquarium heaters, UV clarifiers, automatic feeders, air pumps, flow pumps, skimmers, CO₂ fertilisation systems, mechanical, biological, adsorptive and chemical filter media, pond products and many accessories for cleaning, maintenance and installation.

The spirit of invention is deeply rooted at EHEIM. New ideas, new products, innovative developments and optimisations are constantly being created. On one hand, the aim is to offer aquarium enthusiasts the best products and solutions, with sophisticated innovations which set new trends using pioneering technologies. On the other hand, high quality and safety standards must always be met. That is why EHEIM's production is mainly in Germany. EHEIM and its slogan „Made in Germany“ are synonymous. It allows EHEIM the ability to control production and design in a way that allows them to meet the high standards our customers expect.

In that regard, convenient handling, good design and high performance are always on the agenda. And EHEIM is at the forefront when it comes to energy efficiency, environmental friendliness and sustainability - including in production.

This production take place at their headquarters in Deizisau near Stuttgart. It also has other sites in Germany and subsidiaries in Europe and Asia and exports to around 70 countries.

Partnership

Innovation

Quality



EHEIM – THREE DIVISIONS, ONE COMMITMENT: QUALITY, INNOVATION, PARTNERSHIP

For decades, EHEIM has been synonymous with technological expertise, quality and innovation in the aquarium industry. The company divides its product range into three clearly defined divisions: Aquatics, Ponds and shopDesign – each with its own focus, but all united by a common goal: to provide the best possible support to retailers and end customers.

Aquatics – Technology that inspires

The aquatics division is at the heart of EHEIM. From filter and pump systems to aquariums and LED lighting, right through to digital products – this is where technology, design and user-friendliness come together. The products are constantly being developed to make the world of aquatics more appealing and engaging. Digital solutions such as the EHEIM app and the integration of smart controls actively support retailers during consultations and create a simple, convenient experience for end customers.

Pond – Experience nature, bring technology to life

The pond division extends EHEIM's expertise beyond the aquarium into the garden. High-performance pumps, filter systems and complete solutions ensure clear water and stable habitats for fish and plants. Whether it's a small

patio pond or a large garden landscape – the products are practical, reliable and built to last. Through roadshows and demonstrations, EHEIM shows retailers how to present pond technology in a clear and engaging way, thereby inspiring customers.

shopDesign – The platform for modern pet shops

EHEIM shopDesign develops modular retail displays and holistic experience worlds that provide long-term support for specialist pet shops. Through a combination of technical know-how, customised planning and design expertise, we create spaces that go far beyond mere product presentation and bring expert advice to life for customers – whether in the fields of aquatics, terrariums, or rodents and birds.

With its aquarium, pond and shop design ranges, EHEIM covers the entire spectrum that retailers in the pet sector need today to build a successful product range. Technology, innovation and experience are combined with service and practical concepts. This makes EHEIM a partner that specialist retailers can rely on – both now and in the future.

Information about the booth

PRAXIS-ORIENTED AND NETWORKED: EHEIM AT INTERZOO 2026

At Interzoo 2026, EHEIM will demonstrate how modern aquatics is conceived and implemented from a technological perspective today. The focus will be on elaborately staged show aquariums, which are operated live and connected directly to tablets. Visitors to the exhibition will be able to test EHEIM Digital products for themselves on site, try out their functions and experience the interaction between the systems first-hand.

A separate digital centre at the stand builds on the tried-and-tested roadshow concept and demonstrates to dealers in a practical way how digital solutions can be recommended, explained and sold. Face-to-face discussions and personalised advice remain a central part of the trade fair presentation.

The EHEIM Digital family has expanded significantly in recent years. The EHEIM app has undergone continuous development and now features open API and smart home interfaces. The exhibition stand is rounded off by new products such as the new aquaFamily aquarium set with a child-friendly app, further developments of existing aquarium concepts, and a completely new solution for

LED lighting.

In addition to aquatics, the stand also features a pond section. A selection of pond products showcases the wide range on offer and underscores our commitment to providing technical solutions for a variety of applications from a single source.

In addition, with its “EHEIM shopDesign” concept, EHEIM presents specialist solutions for designing modern, functional retail displays in pet shops. Retailers gain valuable insights into how to professionally design their live animal sections, make efficient use of display technology, and provide an optimal environment for both animals and customers at the point of sale.

Our trade fair presence is complemented by our partner company Newa, which will be showcasing its products at the stand, thereby expanding our joint range of expertise.

Come and see us at stand 4A-338 – we look forward to speaking with you in person!



News

INNOVATION THAT MOVES THINGS FORWARD

At EHEIM, development and technology never stand still. We are constantly working to make the aquarium hobby more appealing and engaging – for end customers as well as specialist retailers. New products are not created simply for the sake of novelty, but to deliver genuine added value: intuitive operation, innovative technology, smart solutions and exciting concepts that support retailers and make it easier to provide expert advice.

Over the past few months, we have been working intensively on new products. They reflect our philosophy: combining tradition with innovation and continuously developing the aquarium hobby.

RGB

Now also available in 1,500
mm – For stunning colours
in large aquariums!

NEW
Product
EHEIM



EHEIM powerRGB

With its RGB lighting concept, EHEIM has been offering creative aquarium enthusiasts a unique colour experience since October 2023. Depending on personal taste, you can intensify the colours of the fish and plants and transform the aquarium into a colourful fairy-tale world. There are virtually no limits to the imagination.

The lighting concept consists of two components: the powerRGB (an RGB LED) and the RGBcontrol-e, the wireless controller for it.

The powerRGB light is installed in addition to the existing aquarium lighting. Thanks to its extendable bracket mounts, it can be easily adjusted to fit the size of the aquarium.

New: An even longer version for large aquariums!

The powerRGB light is now also available in a new length of 1,500 mm! This makes it perfect for large aquariums with a width of 1,524–1,680 mm. This extension allows for even more flexible applications and ensures impressive colour displays, even in large-format tanks.

- Now available in 9 lengths from 36–150 cm (continuously adjustable thanks to extendable stainless steel bracket mounts)

Smart Home meets aquatics

Open API for the integration
of EHEIM Digital products into
the Smart Home

NEW
Product
EHEIM



March 2025 - EHEIM, a leading supplier of aquarium and terrarium products, is providing developers and partners with extended options for integrating EHEIM Digital products into smart home environments with the published REST API.

The new API makes it possible to integrate EHEIM Digital devices into existing smart home systems and thus optimise the control and monitoring of the devices. By providing comprehensive API documentation, developers can create customised solutions that meet the specific requirements of their customers.

EHEIM is continuously working on improvements to facilitate the integration of its digital products into smart home environments. The introduction of the open REST API is a further step in this direction and emphasises the commitment to offering customers innovative and user-friendly solutions.

The future of aquarium
filtration

NEW
Product
EHEIM



EHEIM SUBSTRATpro+O₂xygen

In April 2025, EHEIM proudly presented a groundbreaking innovation for aquarium enthusiasts: the EHEIM SUBSTRATpro+O₂xygen – a filter medium that revolutionizes biological water treatment. This latest development, based on the proven SUBSTRATpro, combines first-class materials with state-of-the-art technology to provide your aquarium inhabitants with an unparalleled clean and healthy environment.

Your advantages at a glance:

- High-quality material: ceramic filter mass made of silicates and tourmaline
- Innovative technology: Tourmaline produces electron-activated oxygen (super oxygen O₂-) for efficient oxygen supply
- High porosity of 45%: for an above-average settlement area of filter bacteria
- pH-neutral: Does not affect the water chemistry and ensures a stable, healthy aquarium climate
- Fast degradation of pollutants: Allows extremely fast biological degradation of impurities
- Promotion of metabolism: Activated oxygen strengthens fish, plants and the entire ecosystem
- Durable and robust: Burned by extreme heat, the material offers exceptional durability
- Can be used several times (rinse carefully for cleaning)
- Suitable for fresh and sea water

**Best filter technology for
large aquariums**

EHEIM professionel 4



The EHEIM professionnel 4 offers several functional advantages and the best choice for large aquariums - in the well-known EHEIM quality.

The EHEIM professionnel 4 is aimed specifically at aquarium enthusiasts who want to filter larger aquariums in a tried and tested, conventional way. In this size range, a good combination of powerful filter performance, large volume and reliable technology is essential - and this is precisely where this external filter shows its strengths. The generous capacity of the filter ensures stable water parameters even with a high fish population and remains pleasantly quiet thanks to the precise ceramic bearings.

Equipped with adapter, suction aid and filter inserts, installation is just as easy as subsequent maintenance: An easily accessible pre-filter under the pump head allows coarse dirt to be removed without having to reach into the sensitive bio-filter material.

Its high-quality workmanship 'Made in Germany', technology and 3-year guarantee leave nothing to be desired.

There are two filter versions available, including a thermofilter (600T) with integrated heater, developed for aquariums ranging from 300 to 800 litres.

Smart monitoring for
perfect water quality in
the aquarium

NEW
Product
EHEIM



The new EHEIM aquaAlert+e is a high-precision, intelligent monitoring unit for continuously reviewing the water quality within your aquarium.

By accurately recording the electrical conductance ($\mu\text{S}/\text{cm}$), the device provides precise data on the salt content and potential contaminants TDS (total dissolved solids) such as sodium chloride, nitrite and nitrate (build-up of organic waste). The device recognises such changes at an early stage, it will reliably warn you if limit values are exceeded and will provide specific recommendations for necessary measures such as water changes or water hardening to ensure a stable water quality.

Thanks to smart algorithms, EHEIM aquaAlert+e also calculates the estimated time until your next water change and therefore supports optimum maintenance of your aquarium. The integrated temperature measurement also aids with safety: if the water temperature rises above a predefined value, the appliance will sound an alarm. The dry-running warning and sensor cleaning reminders also help you to keep the water quality at the highest level in the long term or can warn you if there is a need to top up the aquarium or save your fish in the case of a potential failure of your aquarium.

EHEIM aquaAlert+e



November 2025, EHEIM wins the
'Trophée d'Or de l'Innovation 2025'
for the aquaAlert+e

EHEIM aquacompact

Top class for the smallest:
The aquacompact is back!

NEW
Product
EHEIM



EHEIM aquacompact offers you an ingenious combination of internal and external filter.

aquacompact can be simply stuck onto the glass: the pump with inlet, pre-filter and outlet hang on the inside of the aquarium – the filter canister, how-ever, on the outside. This combination provides you with a large filter volume and guarantees long intervals between cleaning. For start up you have fully automatic self-priming. You simply adjust the throughflow on the filter canister. And with various outflow nozzles ensure natural water surface movement.

There are 2 models for aquariums from 20 up to 60 l. Both are fully equipped with filter media and ready to use.

daylight

**EHEIM classicLED daylight
with improved energy
efficiency**



EHEIM classicLED daylight

With a daylight similar colour temperature of 6500 Kelvin, EHEIM classicLED ensures the healthy growth of fish and plants. The water appears pleasantly clear to the viewer. Thanks to optimised LED technology, the luminaire's energy efficiency has been further improved. This means that even more light is produced whilst energy consumption remains the same.

EHEIM classicLED 'daylight' LED lights are available in six lengths from 550 to 1300 mm and is easy to install using the extendable mounting bracket. The LED strip adapts perfectly to any aquarium up to a width of 1.30 m, giving optimal illumination with a beam angle of 120°, down to the bottom of the aquarium. The ultra compact and very slim design fits under all covers and can therefore be used for most aquariums.

The power consumption of the classic LEDs range from 7,7 to 17,3 watts, depending on the length. EHEIM classicLEDs are waterproof (IPx7) and are especially safe due to the low voltage technology with an average durability of at least 35,000 hours.

The improved energy efficiency also contributes to long-term cost-effective operation.

The EHEIM classic LEDs are available and include the LED safety power supply.

The smart set for
the comfort class

NEW
Product
EHEIM



EHEIM aquafamily

The EHEIM aquafamily is not only a high-quality aquarium set, but also ideal for families with children. Its simple operation, safe technology and app support make getting started in aquatics child's play. Children learn responsibility, nature observation and care – and parents can rest assured that nothing will be forgotten.

With EHEIM aquafamily, you have a complete starter set offering high convenience, first-class technology and maximum safety.

Like all EHEIM complete sets, aquafamily offers you everything you need as basic equipment. With aquafamily, you have a comfort-class beginner's aquarium: excellent workmanship (e.g. diamond-cut, polished glass edges), high-quality technology (corner filter, heater, thermometer) and LED lighting. The highlight is the lighting sequence and control of the colour channels (red, green, blue, warm white) via browser or with the EHEIM Connect app. Pre-installed or individually programmable lighting scenarios can be set to simulate natural light: sunrise, sunset (each lasting up to 3 hours), cloud effects, moonlight, etc. This allows children to experience with their own eyes how natural light conditions change in nature and the influence they have on animals and plants.

Ambient lighting shines through a light strip. A night light



is also integrated. The cover can be opened or removed for care and maintenance work. Other advantages include the practical feeding opening with lid (also suitable for automatic feeders), the base frame and, last but not least, the top quality.

Always a guide at hand

Whether you are setting up your aquarium for the first time or are already keeping fish, aquafamily provides child-friendly support for your family. Connected to the EHEIM Connect app, you and your children have access to a digital guide that introduces you to the hobby of aquatics in a fun and easy step-by-step manner: the app provides timely information about upcoming tasks such as feeding, water changes or cleaning the filter. You will receive information on changing the filter media, tips for optimal care and interesting facts about the current stocking of your tank. This means that you and your family can be sure that you are doing everything right at all times – from the very first minute to routine aquarium maintenance.

Plug & Play:
a new version

NEW
Product
EHEIM



EHEIM

vivalineLED 144

With the new **vivalineLED 144**, EHEIM is expanding its successful range to include a size that offers significantly more scope for creativity. The tank measures 80 × 40 × 45 cm (W × D × H) and, compared to the 126-litre model, offers greater depth for sophisticated layouts and structured underwater landscapes. The range is further complemented by the established 180- and 240-litre models.

As usual, vivalineLED is available in a range of flexible configurations – as a standalone aquarium set, as a cabinet or as a complete aquarium system. This allows for a variety of display layouts in retail settings and caters to individual customer requirements.

The cabinet's new design impresses with its clean, understated lines, elegant front and practical 'push-to-open' door mechanism. High-quality materials and superb craftsmanship ensure a product of exceptional quality. The aquarium is available in either **Arctic** or **Anthracite** – each with matching cabinets. Wooden doors in 'Wood' with a contemporary design are also available. This creates four combinable finish options that can be harmoniously integrated into a variety of interior styles.

The perfect base cabinet
for your complete set

NEW
Product
EHEIM



EHEIM aquacab

In new modern design EHEIM aquacab brings the most important thing, your underwater world, upward to the right height.

EHEIM aquacab was specially designed for the EHEIM complete sets: aquacab 54, aquacab 84 and aquacab 126. All models have a significantly increased height of 85 centimeters for a better view into your aquarium and each model is optionally available in „vulcano“ und „arctic“.

The cabinet of the aquacab has been completely redesigned. It now extends across the entire width of the support panel. This creates clean, continuous lines and gives the unit a modern, minimalist look.

At the same time, it provides additional storage space. Equipment, accessories and maintenance products can be organised more effectively – a functional benefit that sensibly combines design and practicality.

Proxima edition – A new design concept

NEW
Product
EHEIM



EHEIM proxima edition

With the proxima edition, EHEIM combines modern design, high-quality materials and tried-and-tested technology. At the trade fair, this model is being presented specifically as an edition – not least to gather direct feedback from specialist retailers and evaluate market reactions.

A sophisticated mix of materials makes this aquarium a real eye-catcher. With clean lines, high-quality craftsmanship and a consistent focus on modern interior design.

Technically, the Edition is equipped with a powerful EHEIM powerLED+ including a matching power supply unit. Lighting control can be conveniently managed via an optionally available controller, allowing precise adjustment to individual requirements.

Proxima edition 200

Glass tank: 89 × 49 × 50 cm

Combination: 90 × 50 × 134 cm

Proxima edition 300

Glass tank: 119 × 49 × 50 cm

Combination: 120 × 50 × 134 cm

With this edition, EHEIM combines design excellence, high-quality craftsmanship and modern lighting technology into an impressive overall concept for discerning aquarists.



**New EHEIM LED bracket:
flexible, sturdy,
well-designed**



EHEIM LED bracket

With the new LED bracket, EHEIM is expanding its lighting system to include a functional yet elegant solution for the flexible installation of powerLED lights.

The lightweight, sturdy aluminium construction combines high load-bearing capacity with a clean, minimalist design. The bracket is suitable for aquariums with glass thicknesses of up to 12 mm and can be adjusted in height up to 230 mm above the glass edge. This provides sufficient clearance for cleaning and maintenance work without having to dismantle the lighting. Up to three EHEIM powerLEDs can be securely attached to each bracket.

Particular attention has been paid to neat cable routing: the light cables are protected and routed almost invisibly within the bracket. This ensures a tidy overall appearance whilst also increasing operational safety.

The scope of delivery includes four mounting clips for one powerLED+ and powerRGB, as well as matching profile cover caps. With compact dimensions of 230 x 330 x 23 mm, the new LED bracket complements the EHEIM lighting system with a well-designed solution that sensibly combines technology and design.

Benefits for retailers & Added value

Added value for specialist retailers a partnership that pays off

For 75 years, EHEIM has been synonymous not only with technology, but also with reliability in the retail sector. At Interzoo, we will therefore be showcasing not just products, but concrete concepts designed to boost sales and enhance advisory expertise.

Systematic approach to presentation

The EHEIM Digital Centre



With the EHEIM Digital Centre, we offer a modular shelf display for

Wi-Fi-enabled products. At its heart is an integrated demonstration tank where functions can be experienced live and tested directly. Customers don't just see packaging – they experience the technology in action.

The concept is scalable:

Digital Centre size S (1.25 m shelf),

M (1.25 m shelf + display tank) or

L/XL (2 x 1.25 m shelves + display tank).

The unit is expandable and grows with future innovations.

For retailers, this means: a clear, structured presentation of digital technology – with a genuine experiential factor at the POS.

ROADSHOWS

Footfall, engagement, advice

With the aqua roadshow and the pond roadshow, we actively support retailers on the ground.

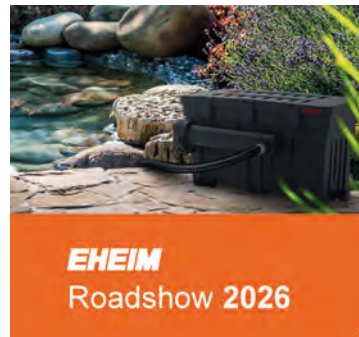
The aqua roadshow runs for six weeks. On the promotional day, an aquascaper sets up an EHEIM incipiria with EHEIM



digital products live. Customers can then test the technology themselves using tablets. A sales representative is on hand on the main day to provide advice and support with sales.

The six-week pond roadshow generates significant interest in the spring. Depending on the size of the market, a wooden decking pond is set up in various sizes, complemented by furniture and a large display. The concept attracts attention and demonstrates just how simple and attractive modern pond solutions can be.

Both roadshows create an engaging experience, help businesses stand out from the crowd and provide concrete opportunities to make sales.



A well-planned promotion

aquaseason

Several times a year, we run targeted special promotions under the name 'aquaseason'. These include discounts on individual items or entire product ranges, as well as attractive bundle offers featuring free additional products. For retailers, this means: predictable sales boosts, clearly defined promotional periods and additional points to use in sales conversations.

TRAINING AND KNOWLEDGE TRANSFER

Product knowledge is crucial. That is why we offer online product training on request – covering both our existing range and new products.

Whether it's new staff or experienced sales assistants looking to refresh their knowledge, we ensure that the advice provided remains sound.



PERSONAL SUPPORT

Our sales representatives are your direct point of contact in the market. They provide support with product range queries, product presentation, promotional campaigns and bespoke solutions. Short lines of communication, clear responsibilities, and reliable support.

SUPPLY CAPABILITY AND LOCATIONAL STRENGTHS

A large proportion of our raw materials come from Europe. Furthermore, we manufacture many of our products at our site in Germany. This reduces our reliance on long supply chains and increases planning certainty. For retailers, this means stable availability and reliable delivery processes – even during challenging market conditions.

SPARE PARTS AND SERVICE

Durability is part of our quality promise. EHEIM guarantees the availability of spare parts for at least ten years – and

often for longer.

Most spare parts can be easily ordered via our online shop. We also offer repair services through our service centres and at our headquarters in Deizisau, Germany.

This builds trust with end customers – and provides peace of mind for specialist retailers.



PRODUCTION AND QUALITY

Development, manufacturing and quality control are closely interlinked at EHEIM. Many products are manufactured at our site in Germany. Every product undergoes defined testing procedures before it reaches the market.

Our aim is clear: technology that works in the long term. No short-lived trends, but sustainable solutions for aquariums and ponds.

SUCCESS STORIES FROM THE RETAIL SECTOR

Zoo-Sickinger, Germany

„When our business was founded in 1978, there were far fewer suppliers and manufacturers of aquarium technology. Even back then, we chose 'Made in Germany' quality, and it remains a key decision factor for us and our customers when it comes to the EHEIM brand.

Sustainability through very durable products and the long-term availability of spare parts is another important reason why customers choose EHEIM. Close cooperation with highly competent field representatives, as direct points of contact, is also very important to us.“

Le Décor Exotique – Paramount Aquarium, France

„We have been working with the EHEIM brand since 1972. We chose it for the quality of its products and after-sales service. EHEIM stands for robustness, reliability, and professionalism. The brand is often imitated, but never matched.“

Tropical Manresa, Spain

„I started working with EHEIM 22 years ago because of its quality, reputation, innovation, product range, commitment to distributors, professionalism, and strong brand values.“

People



Products

Environment

SUSTAINABILITY AT EHEIM – RESPONSIBILITY YOU CAN FEEL

At EHEIM, sustainability is not just a trend, but a way of life. A large proportion of our raw materials come from Europe, and most of our products are manufactured at our plants in Deizisau, Rockenhausen and Wüstenrot. Social responsibility is also part of our ethos: our aquarium cabinets, for example, are produced in close collaboration with social integration workshops – quality and social commitment go hand in hand here.

To ensure our technology remains in use for the long term, we offer a comprehensive repair service – via our service dealers or directly on-site in Deizisau. At the same time, we are constantly refining our products: they consume less electricity, deliver greater performance and can be

controlled intelligently. Efficiency and sustainability are firmly embedded in our product development.

Beyond the technology itself, we take responsibility for the future of the sector. Through our training programmes, we nurture young talent across various professions – and take on the majority of trainees following successful completion. In this way, we secure expertise, skilled workers and the next generation of aquatics specialists.

At EHEIM, sustainability means keeping an equal eye on products, people and the environment – today and for tomorrow.

Aquarium community

Sponsorship



Roots in the local community

EHEIM – COMMITMENT THAT BRINGS PEOPLE TOGETHER

EHEIM stands not only for technology and innovation in the aquarium industry, but also for responsibility and a strong connection to the local region. 'Roots in the local community' is therefore more than just a motto: we provide targeted support to associations, sports clubs and charitable projects that enrich local life.

In the sporting arena, we are actively involved with several renowned partners: **TSV Deizisau Handball** is particularly close to our hearts – here we promote young talents and support the club's work locally. We are also involved at a national level, for example with **VfB Stuttgart** and **MHP RIESEN Ludwigsburg**. Through our support, we help to promote sport and team spirit and ensure that local

enthusiasm remains visible.

As well as sport, we focus on the aquarium community: we support club activities and events, for example by providing raffle prizes or technical equipment for aquarium clubs. We also contribute our technical expertise and know-how to charitable projects to promote education, sustainability and community engagement.

EHEIM sponsorship is therefore more than just support – it is a partnership in action. We take responsibility, remain close to our local community and forge connections that have a lasting impact.



How digitalisation, innovation and trade are coming together

Mr Mefire, Aquatics is currently undergoing rapid development – what is driving EHEIM in this regard?

For us, innovation is not an end in itself. We develop technology that works in everyday life and provides specialist retailers with clear selling points. It's about well-designed systems that operate reliably and are easy to explain – not about short-lived trends.

So, less focus on individual products and more on a systems approach?

Exactly. We think aquatics is increasingly interconnected. Products need to work together and offer users real added value.

This is also evident in the ongoing development of your digital solutions – one key example here is the EHEIM Cloud.

That's right. With the EHEIM Cloud, we're taking the next step. In future, users will be able to access their devices anywhere in the world and at any time. At the same time, the systems will respond more quickly to settings.



What's important to us is that this solution also applies to devices from the EHEIM Digital family that have already been purchased.

This is a strong argument for the retail sector in terms of future security.

Absolutely. Investments remain useful in the long term – that builds trust.

Another issue is attracting new target groups – this is where aquaFamily comes in.

With aquaFamily, we aim to make the world of aquatics more accessible. The kit combines traditional equipment with an app that provides step-by-step guidance, shares knowledge and is fun to use at the same time.



So, an approach that deliberately goes beyond the traditional target audience?

Exactly. We're targeting the 'young generation of tomorrow', but also newcomers and so-called digital



In an interview with Ibrahim Mefire

immigrants – in other words, people who may have previously felt daunted by digital technology. Here, we offer a simple and safe way to get started.

The more digital the products become, the more important in-store advice becomes.

That is a key point. Technology needs to be explained and experienced.

And this is exactly where the EHEIM Digital Center comes in.

That's right. With the Digital Centre, we're giving retailers a tool that allows them to showcase products in live mode. Customers can try out features straight away, which helps them understand the benefits more quickly.

This makes advising customers easier – and makes all the difference when it comes to sales.

Exactly. It's all about building trust and making technology accessible. This boosts the sales rate and strengthens the position of specialist retailers.

To sum it up: digitalisation, new target groups, greater support for the retail sector – where is the aquarium hobby heading?

It is becoming more digital and interconnected, but also more accessible. This creates new opportunities for specialist retailers to stand out through expert advice and expertise. Our mission is to provide the right solutions for end customers and to support the retail sector – reliably, clearly and with a view to the future.

EHEIM Digital

BRILLIANT DESIGN. PREMIUM
QUALITY. SMARTLY CONNECTED.

Our EHEIM Digital Family products enable smart networking of your aquarium. Whether you need lighting, filtration or climate control, EHEIM Digital offers you everything you need for convenient control and monitoring.

But not only that – The EHEIM Digital Family products communicate with each other, and can be synchronized and coordinated to achieve full control to achieve optimal results in your aquatic environment. With our EHEIM Digital Family products, you can conveniently control your lighting via your computer, tablet, or smartphone, as well as create individual lighting scenarios and share them with others. As a product of the EHEIM Digital Family, your filter is also enabled for smart control of the flow rate or alternating flow, among other things.

Through networking and dynamic controls, you can achieve full control over your aquarium, and create your ideal image of nature – with dynamic lighting, changing flow rates, temperature adjustment and much more.

Whether it's the pH value, CO2 supply, climate or even feeding rate - with EHEIM Digital you leave nothing to chance. Find out how you benefit from the smart features of the EHEIM Digital Family when you visit us at www.eheim.com!

EHEIM 
DIGITAL



Download
now!

EHEIM

classicVARIO+e250



With the EHEIM classicVARIO+e you have the ideal external filter with Wi-Fi function for entering our Digital Family.

With the EHEIM classicVARIO+e you choose three things: First, for the „+e version“ of our reliable, proven millions of times classic filter. Second, for the innovation through wireless electronic control via smartphone, tablet or PC/ Mac. And third, for an external filter with a particularly quiet BLDC pump. This means the highest quality, first-class components and carefully coordinated functions. You can adjust the pump performance continuously (different modes). When linked with the devices of the EHEIM Digital Family, the function is coordinated accordingly. For example, the pump performance reduces during feeding with the autofeeder+. Or when coupled with the LEDcontrol+e, the performance adapts to the set day/night rhythm. And when the next cleaning is due, the classicVARIO+e calculates it, informs you through a maintenance indicator and reminds you by e-mail if necessary.

Welcome to the EHEIM Digital Family!



EHEIM GmbH & Co. KG

Plochingen Str. 54

73779 Deizisau

Germany

Tel. +49 7153/70 02-01

Fax +49 7153/70 02-174

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