





Tetra's tradition of innovation started more than 50 years ago in Melle, Germany, where Dr. Ulrich Baensch founded the company and pioneered the development of flake fish food — an innovation that revolutionized the industry. Today, our biologists, chemists, and nutritionists continue to study and discover what keeps fish, reptiles, amphibians, ponds — as well as aquatic plants — thriving through a long, healthy life. Our focus remains on pioneering the development of innovative products — including AquaSafe, EasyBalance, and SafeStart — that help avid hobbyists and beginners alike enjoy a successful, life-long aquatic experience.