

Trend of Aquatic Plants

Boom of Southern American stem plants following the popularization of *Tonina sp.*

Iwagumi layout gains popularity.

2000年

Cosmetic sand style starts spreading.

1995
ADA releases Cube Garden (now Cube Garden Superior) using German heat resistant glass fused at high temperature for the ultimate appearance of aquascape. The aquarium tank which appears as if the water is cut out in a tank shape is the ideal form that Amano has been pursuing for. In October, Amano goes for his first photography trip to Amazon, which lasts up to 2003. "ADA CONCEPT", the book featuring ADA's concept, is released. In December, a number of aquatic plant specialists including Holger Windeløv from Tropica Aquarium Plants, gathers at the ADA Headquarter. This meeting leads to International Aquatic Plants Layout Contest.

1996
The official website of ADA is launched. ADA participates in "Interzoo" (Nurnberg, Germany), the world's largest trade fair for pet supplies. ADA holds a promotion where Forest cartridge comes with ECA, an additive, and receives numerous requests for adding ECA to ADA's standard product lineup. NA Green Thermo, the premium food AP-GOLD series and Green Glow/903 are released in May, June and July, respectively. In August, ADA releases Japan's first frameless aquarium tank Wild Glass (now Cube Garden) in two different types, namely the support type with glass frame for glass lid and the pool type with no frame. The support type is produced as a result of the pre-launch meeting in which all the staff except Amano opined that the support type will sell better, but the frameless tank eventually becomes the

mainstream as predicted by Amano and aquarium tank manufacturers follow this trend as we all know. In September, ADA launches the Aqua Soil series as a revolutionary substrate material to make it easier to grow aquatic plants including hard-to-grow *Tonina sp.* The launch of Aqua Soil is one of the major epoch-making events of aquarium industry. Garden Stand for 60cm tank, Green Glow/602 and Drop Checker are released. Amano visits untouched Maliau Basin in Borneo in November and the natural habitats of *Cryptocoryne* in southern Thailand in December for photography.

1997
Amano visits West Africa as a part of a series of overseas photography trips since last year end. During this ultimately hard trip guided by Pygmy tribe, Amano takes the pictures of the native habitats of *Anubias* and *Bolbitis* and introduces them to the world. ADA participates in Zoomark International 1997 (Milan, Italy) and Aquarama 1997 (Singapore) as a part of its efforts in tapping into the global market. ECA (50ml) becomes ADA's regular product in response to the users' requests. ADA focuses on the development and commercialization of liquid additives and releases a number of items including Chlor-Off, Clear Dash, Vitamix and Black Water. In October, the PENAC series, the product developed based on Germany's kinematic wave theory, is released. In response to the constant demands of gravels for substrate, ADA releases Aqua Gravel in November, not long after the launch of Aqua Soil. This Aqua Gravel features the constituents free from shells, unlike Oiso sand, for better growth of aquatic plants. Amano visits

Rio Negro in Amazon for photography.

1998
Amano takes aerial photographs of Rio Negro and Rio Solimões during photography trip to Amazon in rainy season. The lineup of substrate materials are enhanced with the release of Aqua Ceramic Cristalino and Bright Sand in September to October. December 1998 marks the long-awaited launch of the external filter Super Jet Filter ES-600 featuring high pumping capacity and stainless-steel canister having the largest capacity of its class to realize long-term maintenance of Nature Aquarium. The filter which has been designed in pursuit of the basics of external filters is simple yet ultimately superb. A photo exhibition "Urin Ujou" is held in Fuji Photo Salon, Tokyo. ADA produces the posters and calendars in collaboration with Japan's leading art director Kaoru Kasai and copy writer Hiroshi Ichikura.

1999
ADA suspends the publication of "Aqua Journal" magazine with the issuance of Vol.60 and instead launches "SUIKEI" and "Dolaqua" magazines. Metal Pipe Line Set, a set of stainless steel pipes, is released. This set has been developed in line with the image of Super Jet Filter having the totally new stainless steel body. The linear metallic pipe gives a neater appearance to the tank and enhances the attractiveness of aquarium tank as an interior item. ADA releases Nature Biotope Set for recreation of Japan's waterfront environment and breeding of killifishes. This product draws

much attention as a set which makes people rediscover the attraction of vanishing waterfront environment of Japan. During the photography trip to Amazon, Amano succeeds in taking underwater photographs of Cardinal tetra and Angel fishes in Barili River, a branch of Rio Negro. These photos introduced on ADA magazine receive great response. Old Black Wood is released. ADA participates in EXPOZOO 1999.

2000
ADA imports and sells the white sand from the upper stream of Rio Negro, which was found during the photography trip to Amazon, under the name of Rio Negro Sand. Originated from Amazon, this sand is categorized as a premium product. In addition to this, a series of cosmetic sand including Nile sand and Sarawak sand having the image of tropical rainforest are released. Amano comes up with the new layout style of split substrate using Aqua Soil and cosmetic sand and introduces the layout examples. Amano always keeps his attitude of sharing his know-how and information on effective use of products through demonstration. In addition to cosmetic sand, ADA also upgrades its stone lineups with the addition of Jacarei rock, Sho stone, Seiryu stone, Ohko stone and Keirin stone. In October, Aqua Journal magazine revives with the feature article "Iwagumi Evolution". New Pollen Glass is released as the new upgraded version of Pollen Glass launched in 1993. The Aquatic Plants Layout Contest ends with its ninth contest and instead, ADA announces to the world that it organizes the new "International Aquatic Plants Layout

Contest" in the following year. ADA participates in Interzoo 2000 (Nurnberg, Germany).

2001
A huge Nature Aquarium (W400xD150x H150cm) is produced at Amano's private residence. This masterpiece using ADA's most advanced technologies is equipped with hot-water floor heating system, automatic water change system, and CO₂ system which controls the amount of CO₂ to be supplied according to the incoming ray of the sun. There is no major product development in this year except that desalinated deep sea water is blended into the Green Brighty series. Desalinated deep sea water has a great feature of well-balanced trace elements that are hard to attain a good mix in an artificial way. The memorable first International Aquatic Plants Layout Contest is held. Among 557 entries from 19 countries, the layout made by Mitsuhiro Machida (Japan) wins the contest. This contest involving the prize of one million yen and world ranking of the layouts becomes a hot topic. Nature Aquarium Party held in conjunction with International Aquatic Plants Layout Contest becomes an annual event together with the contest.

2002
ADA releases Trimming Scissors Curve type with curved blades for easier trimming of foreground plants. Wild Glass is renamed to Cube Garden in view of the fact that Cube Garden launched in 1995 has been very popular among ADA fans. In July, a new 250ml bottle type is added to the Green Brighty series. In August, Solar I, ADA's

original lighting system using metal halide lamp, is released. With the launch of this lighting system, the open-type aquarium using a metal halide lamp spreads rapidly. Open top type aquarium is considered attractive in terms of flexibility of layout and easy maintenance. Tourmaline BC and F, the substrate additives using tourmaline which gains attention for its generation of weak electric current, are released. Amano attempts the peak of Mt. Jacamim. In photography trip to Rio Negro in Amazon. Amano is invited to the annual convention of AGA (Aquatic Gardeners Association), the world's largest international organization of aquatic plant enthusiasts, for seminar and workshop. Amano receives a number of requests from overseas for speeches, seminars and workshops in response to ADA's hosting of International Aquatic Plants Layout Contest that heightened the global interest in Nature Aquarium. The first domestic workshop is held in Japan.

2003
Nature Aquarium Gallery opens within the compound of the ADA Headquarter. The visitors can learn about how to install and use ADA products through free viewing of Nature Aquarium layouts displayed in the gallery. This gallery is built based on an idea of Amano who has been using his practical experiences to develop all the ADA products.

ADA Products

- Cube Garden Superior
- Premium Food AP-Gold
- Aqua Soil series
- Wild Glass (Cube Garden)
- Drop Checker
- ECA
- Super Jet Filter ES-600
- Nature Biotope set
- Rio Negro Sand/ Nile Sand/ Sarawak Sand
- New Pollen Glass
- Green Brighty series starts to contain the deep sea water
- Trimming Scissors Curve
- Solar I
- Tourmaline BC

Progress of ADA

- Aquatic Plants Summit
- Specialists gathered at International Aquatic Plants Summit.
- Interzoo '96
- Exhibits the Interzoo considering enter Europe market
- SUIKEI
- Quarterly magazine 'SUIKEI' Bio-monthly magazine 'Dolaqua'
- EXP zoo 1999
- Germany professional have their eyes on ADA
- The International Aquatic Plants Layout Contest
- AGA annual convention
- Work shop at the annual convention of AGA, which is association for aquatic plants hobbyists in US

Field and event

- Amazon in 1955
- Amano's first photography trip to Amazon. Amano was moved to see pirarucu.
- Borneo in 1996
- Amano challenged untouched Maliau Basin.
- Southern Thailand in 1996
- Amano saw *Cryptocoryne* in southern Thailand
- West Africa in 1996
- Found a native habitat of *Anubias* with Pygmy tribe as a guide.
- Amazon (in rainy season) in 1998
- Amano took aerial photographs of the Amazonian Rio Negro in rainy season.
- Amazon in 1999 Cardinal tetra and Angel fishes
- Successfully took underwater photographs of Cardinal tetra and Angel fishes in a branch of Rio Negro.
- CONTA RTS III (underwater camera housing) was used for underwater photography.
- CONTA RTS III
- Amazon in 2002
- ADA expedition at the peak of Mt. Jacamim