



Braemar evaporative cooling So clever, so quiet, so cool

WITH ADVANCED
MAGI@TOUCH
CONTROLLER



Frank Seeley AM FAICD

Founder and Executive Chairman



Seeley International is Australia's largest and most awarded air conditioning manufacturer with a history spanning more than 40 years.

Renowned for ingenuity and innovation, Seeley International leads the market in the design and manufacture of heating and cooling systems, with award winning brand names including Breezair, Braemar, Climate Wizard, Convoir, Coolair and Coolerado.

With factories in Adelaide, South Australia and Albury, New South Wales, when you buy a Seeley International product you can be confident you're investing in a quality, Australian made climate control solution.

Seeley International never stops striving to engineer and build the world's most energy efficient heaters and coolers. It is this commitment to excellence that's at the heart of everything we do.



For Breezair, the product range is made in Australia.

For Braemar, the evaporative and gas heating product ranges are made in Australia. The inverter add-on cooling product range is assembled in Australia.

For Climate Wizard, the product range is made in Australia.

For Convoir, the evaporative product range is made in Australia.

For Coolair, the product range is made in Australia.

For Braemar Tudor Romeo, the product range is made in Australia.

For Coolerado, the product range is made/assembled in the US.

Just a few recent awards...

Seeley International is delighted to have been repeatedly recognised for innovation and excellence.

CCN Awards 2015

Winner: HVAC&R Leader of the Year

Frank Seeley AM FAICD

The Australian Business Awards 2015

Winner: Best New Product

Braemar 7 star equivalent* ducted gas heater

Good Design Awards 2015

Winner: Product Design: Hardware and Building category

Braemar 7 star equivalent* ducted gas heater

BRW Most Innovative Companies List 2015

Top 50 Most Innovative Companies

Seeley International Pty Ltd

BRW Momentum Mid-Market Leaders Awards 2014

Winner: Best Mid-Market Business

(revenue \$100 million to \$250 million p.a.)

Seeley International Pty Ltd

Australian Design Awards 2014

Winner: Good Design® Selection

MagiQtouch Controller

United Nations Association of Australia

World Environment Day Awards 2014

Winner: Swinburne University of Technology Excellence in Sustainable Product Design Award

Braemar "Super-Six" ducted gas heating

Melbourne Design Awards 2013

Winner: Product Design: Housing & Building Awards

Braemar "Super-Six" ducted gas heating

Family Business Australia

Winner: Award for Entrepreneurship 2013

Frank Seeley AM FAICD



Why Braemar?

For more than 50 years Braemar has been providing Australian families with world's best, most energy-efficient cooling and heating products and has cemented its reputation as a trusted and innovative Australian brand.



Uncompromised product quality and reliability



7 year comprehensive warranty*



50 year history of Australian excellence



Australian made - *a wise Australian buys Australian!*

*The 7 year comprehensive warranty is available exclusively (i.e. only) from Seeley International participating dealers. The warranty has terms and conditions, including the requirement for servicing of the product in accordance with the owner's manual. In the fourth year the service must be performed by Seeley International or its appointed nominee.

Why Braemar evaporative cooling?

Braemar evaporative cooling is a proven performer and a household name for evaporative cooling in Australia.



Fresh, healthy air, whole-of-home cooling



Incredibly low running costs compared to reverse cycle cooling*



Whisper-quiet cooling



Proven reliability, quality and longevity



Easy to install, maintain and operate



Built entirely in Australia to withstand the harshest climates on the planet



Low CO₂ emissions, the right choice for the environment

* Refer to page 4.



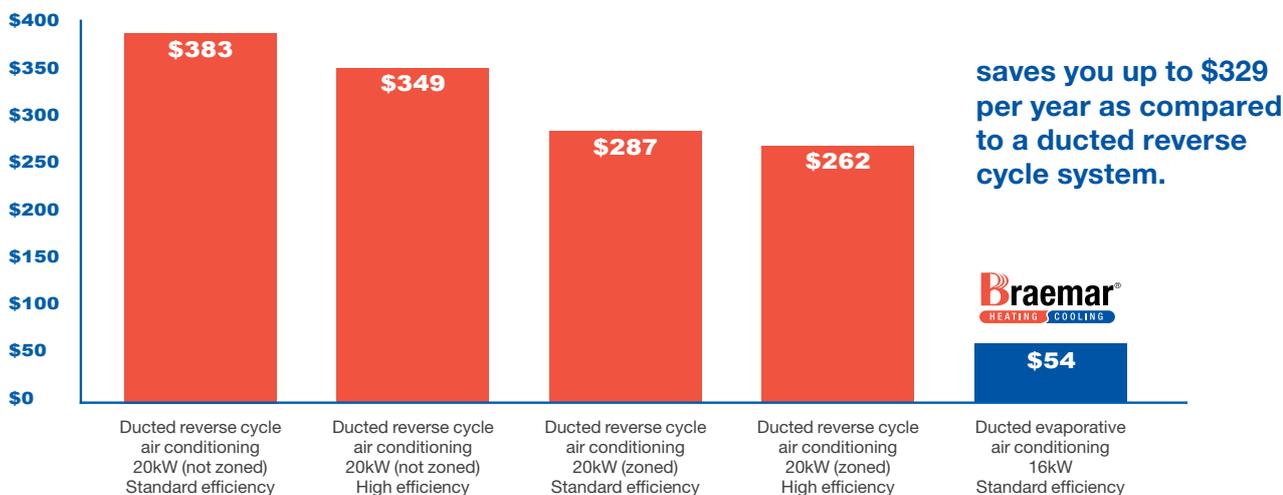
Why choose evaporative over reverse cycle cooling?

With energy prices spiralling ever upwards and our summers getting hotter, evaporative cooling has a significant and increasing edge on reverse cycle, when it comes to energy efficiency, performance and lifestyle.

- ✓ Leave windows and doors open so air is fresh and healthy
- ✓ Won't dry your skin, nose and eyes
- ✓ Energy efficiency means better for the environment
- ✓ Get a good night's sleep with whisper-quiet cooling



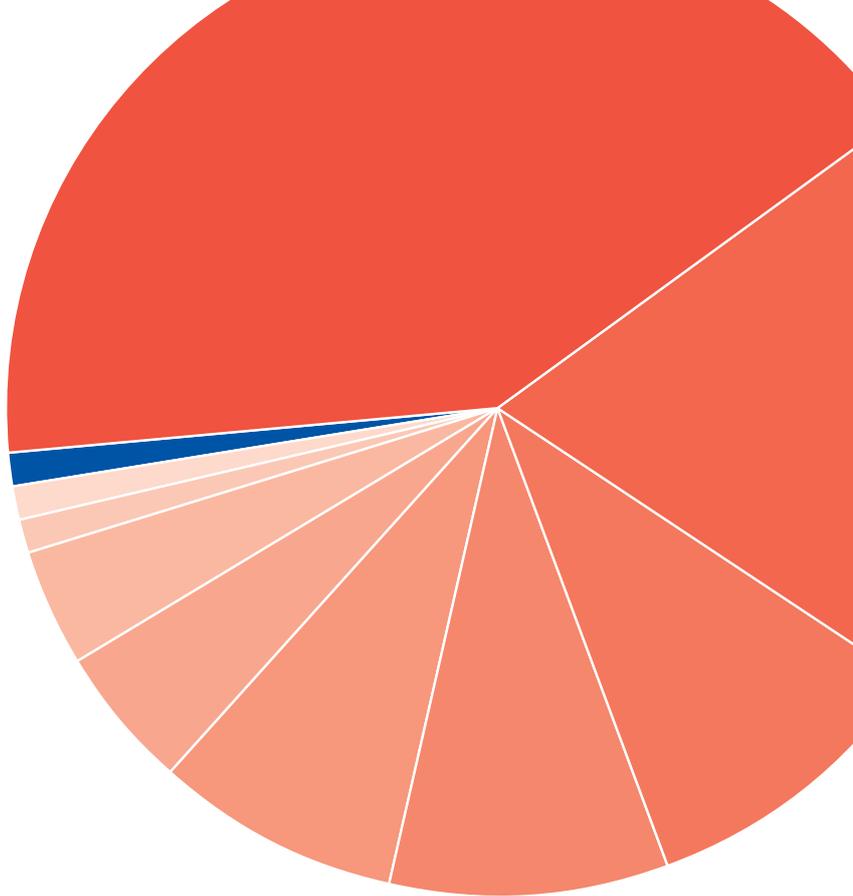
Running cost comparison*



*Based on approximate running cost figures per annum sourced from Sustainability Victoria – see its Cooling Fact Sheet at www.sustainability.vic.gov.au. Assumes a whole house area of 166 square metres, with 300 hours usage, a 60% duty cycle for air conditioners, and an electricity tariff of 28 cents/kWh. No brand names are mentioned in the Sheet. Note that evaporative coolers also use water.

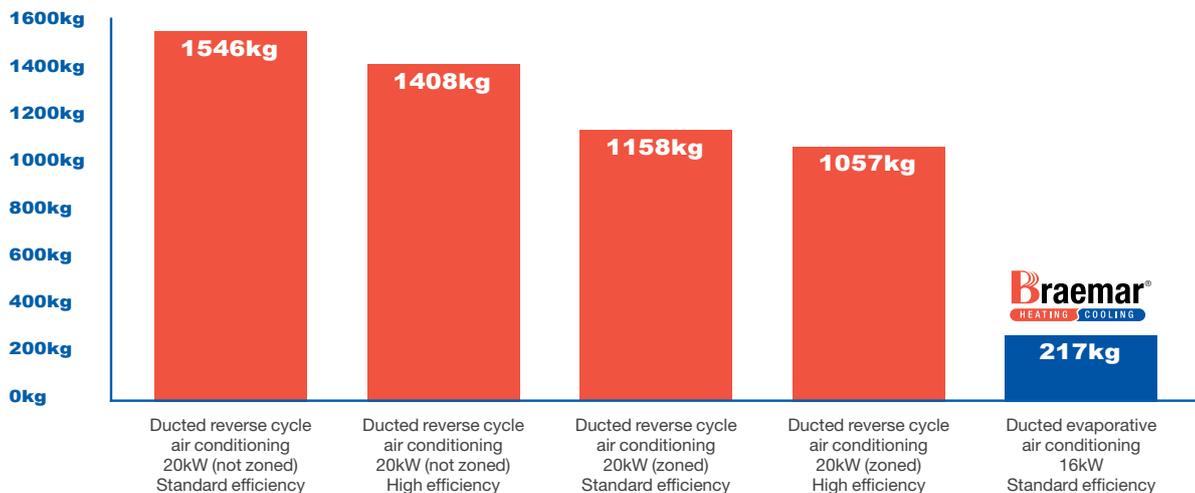
How much water will your Braemar use?

Litres/year	Household use
5,405	Braemar evaporative air conditioning 14.8 L per day
6,570	Dishwasher 1 x 18 L capacity per day
6,570	Washing dishes 1 x 18 L capacity per day
21,900	Washing machine (front loader) 60 L per cycle - 1 wash per day
29,200	Bath (1/2 full) 1 x 80 L capacity per day
48,600	Garden sprinkler 1 hour every 2nd day in Summer only
54,750	Washing machine (top loader) 150 L per cycle - 1 wash per day
58,400	Toilet (dual flush 8L) 4 person home - 5 times per person per day
116,800	Shower (water-efficient showerhead) 5 people - 10 min per person per day
248,200	Shower (ordinary showerhead) 4 people - 10 min per person per day



Source: South East Water Corporation, Article: 'How much water do my appliances use', www.southeastwater.com.au, 2014.
Braemar data is not in the Article, but is based on Melbourne 2005 weather data using 115m² house with medium to large Braemar evaporative unit running for 687 hours per year.
Note: All figures are based on common-use assumptions.

CO₂ emissions (kg/yr)*



* Seeley International's calculations, based on publicly available data (2008). CO₂ emissions based on 1.13 kg CO₂ e/kWhr electricity purchased from grid for Victoria.
Data sourced from Part 6 of Schedule 1 to the National Greenhouse and Energy Reporting (Measurement) Determination 2008 (Compilation No. 7, dated 1 July 2015).

Braemar ducted evaporative cooling

Features and benefits

Braemar Paradigm (LCQ) and Supercool (LCS)

Tornado® pump

- Australian designed and manufactured
- Exceptional reliability in the most extreme conditions



Free flow water distributor

- A world patented water distribution system
- Delivers continuous, even water coverage to the Chillcel pads for maximum cooling



AutoWinterseal™

- Automatic sealing system
- Reduces draughts and heat loss in winter



WaterManager™ system

- Uses the minimum amount of water to achieve high efficiency cooling
- Ensures water savings
- Monitors water quality
- Keeps the system clean



Automatic drain valve

- Empties the reservoir automatically when system is not in use, leaving it clean and dry
- Ensures the system is operating at maximum efficiency, while using the minimum amount of water
- Helps to avoid the seasonal maintenance* as required by some other similar products



*Seasonal maintenance does not replace regular maintenance of the unit as required for peak performance.

Long-life Chillcel® pads

- Designed to ensure maximum saturation levels and therefore, maximum cooling efficiency.
- Self-cleaning - dust and pollen is captured on the pads and washed away into the sump below by the flow of water.



Permatuf® rooftop cabinet

- Visually discreet, hidden from the street
- Integrates unobtrusively with the roof line
- High performance Permatuf polymer construction
- Highly durable, will not corrode or rust
- Available in a range of contemporary colours



Optional extras

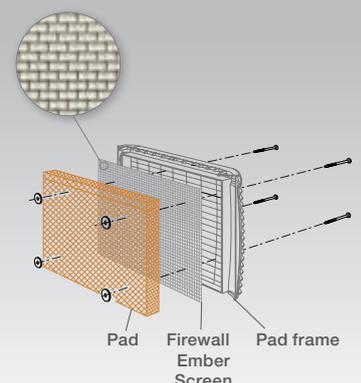
Firewall Auto-seal

- Helps prevent ember attack in bushfires
- Metal flap that isolates the cooler from the duct work
- When fitted, the Braemar unit complies with:
 - - Bushfire Attack Level rating BAL-LOW through to BAL-29 (AS3959)
 - - The Building Code of Australia



Firewall ember screen

- Helps guard against ember attack in bushfires
- Made from non-combustible mesh
- Maximum aperture of 2 mm
- Can be fitted to existing cooler pad frames
- Minimal reduction of air flow of 5%





Braemar



Stealth® fan

- Advanced aerodynamic design
- Super quiet in operation
- Produces a constant, cool, quiet, welcoming breeze



Totally enclosed tropic proof motor

- Ensures a long term performance and incredible reliability of your system
- Variable speed motor offers maximum control over your family's comfort level at all times

Warranty

For complete peace of mind, a rigid quality control testing policy to International Standard ISO 9001 ensures that Braemar evaporative air conditioners live up to their well-earned reputation for outstanding reliability.

25 YEAR
PERMATUF CABINET
WARRANTY



10 YEAR
STRUCTURAL WARRANTY



For additional peace of mind, Braemar backs every one of its air conditioning systems with an industry leading comprehensive warranty program - including a 7 year comprehensive warranty, 10 year cover on all structural components, plus a hefty 25 year cover on its Permatuf® cabinets.

National service agent network

For your convenience and peace of mind, Seeley International has established a highly trained national network of approved Service Agents who are only a phone call away. Should you need to contact a Service Agent, please call 1300 650 644.

*The 7 year comprehensive warranty is available exclusively (i.e. only) from Seeley International participating dealers. The warranty has terms and conditions, including the requirement for servicing of the product in accordance with the owner's manual. In the fourth year the service must be performed by Seeley International or its appointed nominee.

Innovative MagIQtouch Controller

Touch screen technology

Operating your Braemar air conditioner is easy with the MagIQtouch Controller. Smart, sophisticated and intuitive, its discreet, modern design will blend seamlessly into the décor of your home.

As easy to use as your familiar touch screens, this controller's intuitive user navigation system makes operating simple.

Keeping your home and your family cool in summer is easy and economical with the MagIQtouch Controller and your Braemar evaporative air conditioner.



Customisable

There is no need to display advanced functionality if it isn't required. You have the choice to view simple or advanced displays.

In the simple display feature you can set your mode and temperature and let the MagIQtouch Controller do the rest! Or, if you would like access to more advanced features, by touching 'More' you can select manual temperature mode, manual fan speed mode, or program mode and access other settings.

Energy saving night quiet mode

When turned on, the Energy saving "night-quiet" mode automatically reduces fan speed during the night for even greater economy and "whisper-quietness".

Personalised cooling

If you want to "set and forget" a seven-day program that suits your lifestyle, then Braemar's Program mode is for you.

Program mode divides each day into four time periods. You decide when each of these periods begins and what you want your system to be doing.

But you can have flexibility as well. If you leave or arrive home early, you can easily skip forward to the next period. The program will take over again once the next time period begins.



MAGIQTOUCH[®]

AIR SENSOR

(optional extra)



Allows you to mount your MagIQtouch Controller in the most convenient place in your home, as the MagIQtouch Air Sensor will then take over temperature control from the MagIQtouch Controller. This can then be located in the best place in the house to ensure ultimate cooling comfort for everyone.

*The 7 year comprehensive warranty is available exclusively (i.e. only) from Seeley International participating dealers. The warranty has terms and conditions, including the requirement for servicing of the product in accordance with the owner's manual. In the fourth year the service must be performed by Seeley International or its appointed nominee.

**Optional features available with a drain valve kit upgrade.



Program mode

Programmable 7 day, 4 time periods program, customisable to suit your lifestyle (including a temporary override function).



Date and time

Date and time displays appear on all operation screens.



Child access lock

Select a pin code to control access to your Controller.



About appliance

Displays information about your appliance including serial number, model number, and software version.



Adjustable working temperature range

Customise the temperature range displayed on the slider.



Status information

When this option is turned on, a temporary information display window becomes accessible on all Manual and Program screens to aid in troubleshooting.



Screen brightness adjustment

Adjust the brightness of the screen when in standby mode, to suit your home and preference.



Inbuilt diagnostics

If a fault is detected in the system, a fault message dialogue box will appear with information about the fault and some options to resolve the issue.



Auto drain and dry**

This optional function allows you to set a schedule to automatically drain water from the tank and run the fan for an extra hour to blow the pads dry, this helps prevent algae growth and prolongs the life of your Chillcel pads.



Manual drain**

This function turns the cooler off at the press of a button and drains the tank filling with fresh water.



Pad flush

Ideal for bushfire prone areas. Pad flush turns the cooler off and runs the pump continuously, or for a set time.



Auto restart

Option to automatically restart your cooler after a power outage.

Why choose Braemar Supercool?



Enjoy superior cooling this summer with Braemar Supercool!

This incredible range has super thick Chillcel pads, producing up to 25% more cooling when compared to the standard range.

Braemar Supercool is available with the MagIQtouch Controller, featuring advanced touch screen technology.



Supercool
DELIVERS UP TO 25% MORE COOLING

Specifications



Heritage Green*



Terracotta*



Beige*



Slate Grey*



MagIQtouch Controller

	Model	Dimensions			Weight	Nominal motor power	Airflow	Cooling capacity	Controller	Colours
		Length	Width	Height						
		mm	mm	mm	kg	W	L/sec	kW	MagIQtouch	
Supercool	LCS 280	1150	1150	685	79	340	1610	9.2	✓	
	LCS 380	1150	1150	685	80	430	1780	9.9	✓	✓ Heritage Green ✓ Terracotta
	LCS 480	1150	1150	835	89	600	2630	14.6	✓	✓ Beige ✓ Slate Grey
	LCS 580	1150	1150	835	91	950	2890	15.5	✓	
Paradigm	LCQ 250	1150	1150	685	79	340	1630	7.3	✓	
	LCQ 350	1150	1150	685	80	430	1840	8.5	✓	✓ Heritage Green ✓ Terracotta
	LCQ 450	1150	1150	835	89	600	2700	11.7	✓	✓ Beige ✓ Slate Grey
	LCQ 550	1150	1150	835	91	950	2950	12.5	✓	

* Colours may vary.

The above data was drawn from Meridian Test Laboratory's test analysis. The testing was performed by a NATA accredited laboratory to the requirements of the Australian standard AS2913-2000 "Evaporative Air Conditioning Equipment." Achievable with ambient 38 °C DB, 21 °C WB, room temperature 27.4 °C.

Knowledge, expertise and support

Your experienced Seeley International dealer is always available to provide you with expert advice.

They're fully trained to help you choose the best climate control system to suit your family, your lifestyle and your budget.

CompuComfort™ sizing system app

For a smarter installation, CompuComfort is another brilliant example of Seeley International's innovation.

Exclusive to your Seeley International dealer, the intelligent CompuComfort design program uses a unique web application to accurately profile your home's key architectural aspects. CompuComfort considers a variety of factors such as solar and thermal gains, insulation values and other considerations to ensure the most ideal system design is specified for your particular requirements and complete satisfaction.



Looking for a combined cooling and heating solution?

Seeley International's range of products also includes ducted gas heating that complements your evaporative cooling system. Take advantage of controlling your cooling and heating system from the *same controller* – the innovative touch screen MagIQtouch Controller. Ask your dealer for the right solution for your home.

Why Braemar ducted gas heating?

Braemar ducted gas heating is the best choice for efficiency and comfort.



Ducted gas heating with the highest star rating in every category



Superior performance in colder weather compared with reverse cycle heating



Cheaper to run compared with reverse cycle heating



World's first and only, most energy efficient 7 star equivalent* ducted gas heater



Flexible zoning options to suit your home



Lower CO₂ emissions



*Star rating equivalent. Based on Australian Gas Association's results calculated in accordance with the testing methodology in AS4556-2011.

SEELEY INTERNATIONAL



Seeley International is Australia's largest air conditioning and ducted gas heating manufacturer and a global leader in developing ingenious, energy-efficient cooling and heating products.

Our vision is to lead the world in creating climate control solutions which continue to be highly innovative, of premium quality and inspirational in their delivery of energy-efficiency.

But it's more than just a vision... it's a way of life!

A commitment to innovation and excellence is at the heart of all that we do. Our success in delivering on that commitment has been recognised by our many awards and our expanding global presence. Seeley International now exports to over 120 countries. Not bad for a company that started out in 1972 in the garage of its founder and Executive Chairman, Frank Seeley AM FAICD, who was named South Australian of the Year for 2011!

Seeley International offers a range of heating and cooling solutions, many of which can be combined.

	Ducted evaporative cooling	Indirect evaporative cooling	Ducted gas heating	Reverse cycle air conditioning & add-on cooling	Portable heating / cooling	Wall furnaces & space heaters	Gas cooktops
Breezair	✓						
Braemar	✓		✓	✓		✓	
Climate Wizard		✓					
Convair					✓		
Coolair	✓						
Braemar Tudor Romeo							✓
Coolerado		✓					

To locate your nearest accredited Braemar dealer call 1300 360 815 or go to braemar.com.au.

Please visit braemar.com.au to find out about our current promotions.*

*Promotions are seasonal and do not run at all times of the year.



Seeley International Pty Ltd
ABN 23 054 687 035

112 O'Sullivan Beach Road, Lonsdale, South Australia 5160

Phone (08) 8328 3850 Fax (08) 8328 3951

Email marketing@seeleyinternational.com
seeleyinternational.com

Information in this brochure was correct at the time of preparation. E & OE