

Evaporative Air Conditioning

The world's healthiest, coolest, quietest most energy-efficient air conditioners ever!^

Replacing the air through your whole home every 1 to 3 minutes*



**AUSTRALIAN
DESIGNED, MADE
AND OWNED !**

“Seeley International never stops striving and innovating to build the world’s most energy efficient heaters and air conditioners.

It is this commitment to excellence that’s at the heart of everything we do.”

Frank Seeley AM, DUniv Flin, FAICD
Founder and Executive Chairman



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Our brand range

Braemar
by SEELEY INTERNATIONAL 

The ultimate in safety, reliability, comfort and energy-efficiency

coolair
by SEELEY INTERNATIONAL 

Affordable and durable cooling solutions

Award Winning Company

Seeley International consistently wins awards each year for new product design, innovation and environmental friendliness.

Recent awards include:



Why evaporative air conditioning?

The most healthy and energy efficient cooling experience for your home

Evaporative air conditioning delivers a natural, exceptionally healthy cooling experience in the place where people spend **most** of their time - **HOME**. Bringing an **endless supply** of cool, fresh, filtered outside air into the home, leaving moisture in the air, which **combats** dehydration. It is environmentally friendly as it does not use harmful refrigerants containing HCFC's or HFC's. It produces less CO₂ emissions than reverse cycle air conditioning due to its efficient, low energy use whilst cooling your whole home, and everyone in it. **PLUS evaporative air conditioning** drives everyone's **second-hand air out of the home**, along with the brain-numbing CO₂ which everyone exhales - making this the **HEALTHIEST** air conditioning.

Kind to you, kind to the environment, kind to your cash-flow, making evaporative cooling the natural choice.



The healthiest choice

Improving the health, wellbeing and vitality of the whole family. Leaves moisture in the air, which combats dehydration.



Lowest running cost in Australia

Up to 80% cheaper to run[^]
Save up to 80% on energy bills when compared to a reverse cycle air conditioner.



Fresh, cool clean air

Delivers **100% fresh**, filtered outside air, not stale recycled air, naturally cooling your **whole** home.



Quiet to run

Ask your dealer for a demonstration - see how **cool and whisper quiet** it is!



Built to last

Quality that lasts. 5 year comprehensive warranty[#]



Australian designed, made and owned!

Manufactured by family owned Seeley International, Australia's largest air conditioning manufacturer.



Environmentally friendly

Produces up to 80% less CO₂ emissions* - that's the equivalent of **planting 16 gum trees!**⁻

⁻Refer to page 5.



NATA Testing

NATA accredited laboratory test results substantiate superior product performance claims.



Technology that puts you in control

MagIQTouch[®] Controller technology for complete control of your comfort at home.



Low maintenance

Innovative design, minimising long term servicing.



Ultimate lifestyle

Perfect for alfresco living and busy families where children and pets keep coming in and out.



Minimal water usage

Evaporative air conditioning uses up to **94% less water** per year than a shower^{**}

[^]Seeley International's calculation based on approximate running cost figures from publicly sourced data. Comparison with 1.5 star not zoned ducted refrigerative system in a large size (220m²) 2-star pre 2005 house in a Melbourne climate, cooling all day on the weekend and in the mornings and evenings when internal temperatures are high, and an electricity tariff of 31.9c/kWh. Negligible water cost excluded. [#]The warranty has terms and conditions, including the requirement for regular servicing of the product in accordance with the owner's manual. ^{**}Water use calculations for shower are based on shower water use for 4 people, 7 mins per person per day at 9L/min, over twelve months, calculated at 91,980 L. Water use calculations for Braemar unit LCB450 evaporative air conditioner over twelve months are 5,405 L.

Start enjoying world leading evaporative air conditioning and become... **Healthier, Wealthier** and Environmentally **Wiser!**

Seeley International and your health

Evaporative air conditioning is better for you. Here's why:

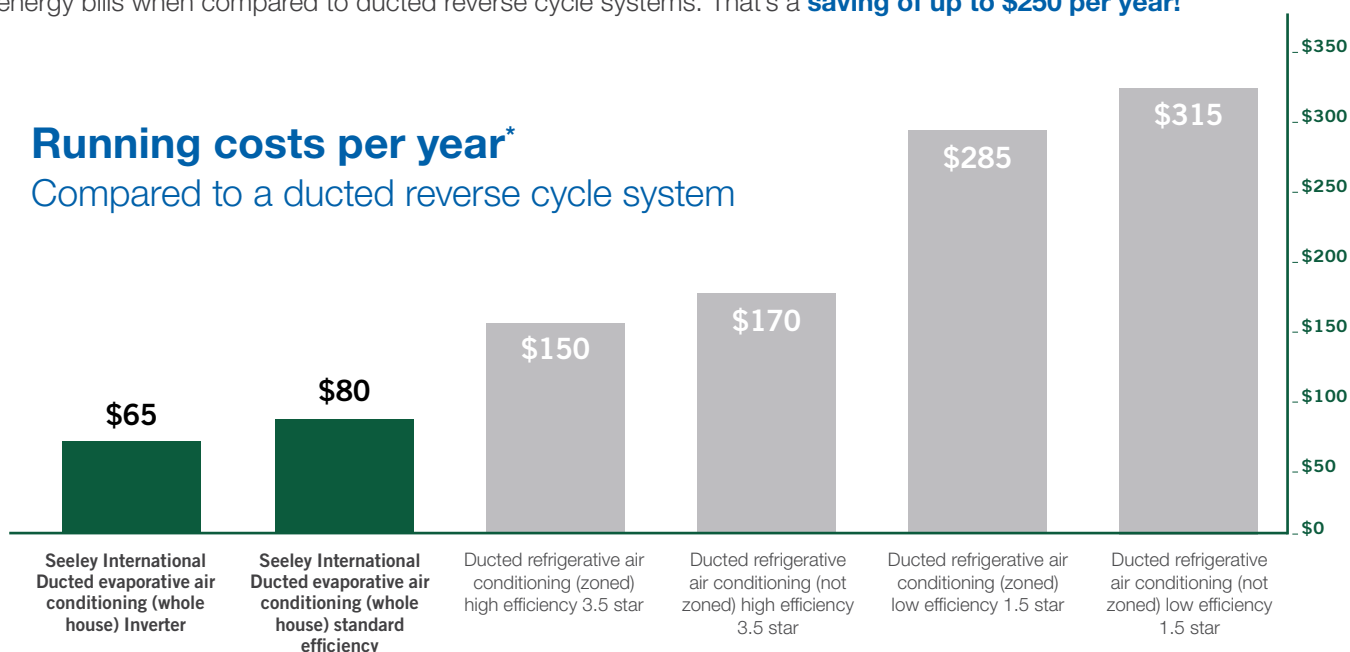
- Evaporative air conditioners **continually cool and deliver 100% fresh, filtered, OUTSIDE AIR**, whereas reverse cycle air conditioners **re-circulate air** that you've **all been breathing and living in** for hours, and maybe days.
- Evaporative air conditioning naturally moisturises the air so **NO-ONE** suffers from the dryness caused by reverse cycle air conditioning.

Up to 80% cheaper to run

Using highly efficient inverter motors, our evaporative air conditioners deliver savings of up to 80% on your energy bills when compared to ducted reverse cycle systems. That's a **saving of up to \$250 per year!***

Running costs per year*

Compared to a ducted reverse cycle system



*Seeley International's calculation based on approximate running cost figures from publicly sourced data. Comparison with 1.5 star not zoned ducted refrigerative system in a large size (220m²) 2-star pre 2005 house in a Melbourne climate, cooling all day on the weekend and in the mornings and evenings when internal temperatures are high, and an electricity tariff of 31.9c/kWh. Negligible water cost excluded.

Minimal water usage



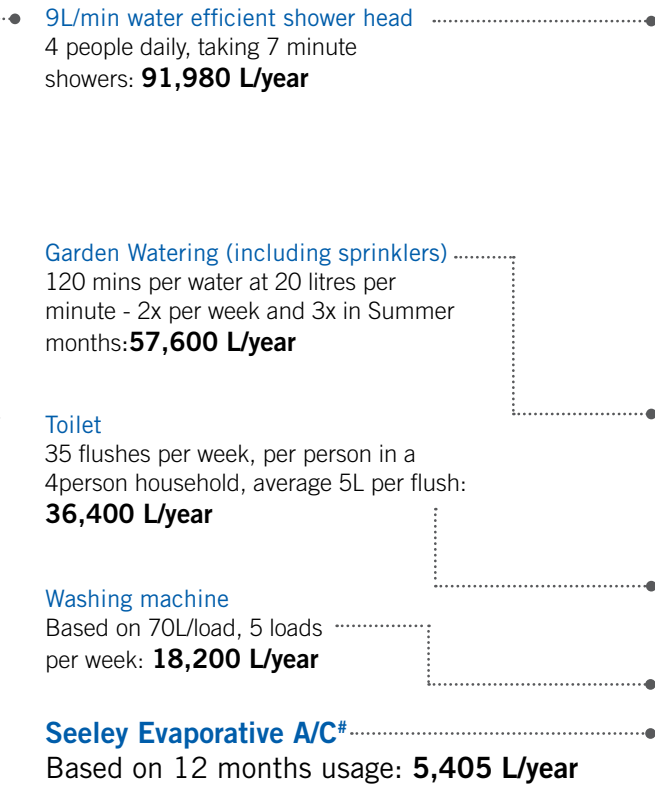
Our water saving features:

- Superior water distribution system
- Water quality monitoring
- Auto-Clean™ - Automatic water drainage

The result: Minimum water usage for maximum, fresh cooling power.

Water consumption comparison across household appliances*

*This comparison is based on usage in an average-size Australian home with 4 occupants.



Reduce your carbon footprint

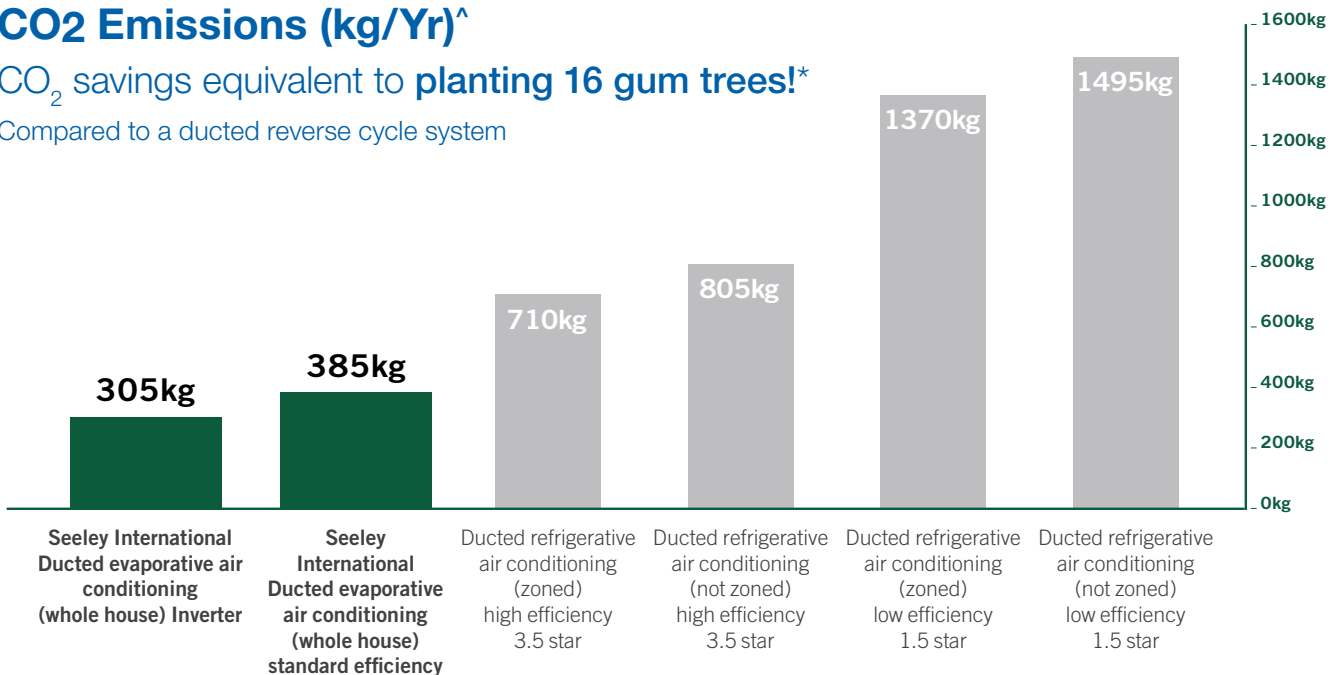


The power consumption of just one ducted refrigerated air conditioner can result in up to 1.4 tonnes of harmful CO₂ being pumped into the atmosphere each year. By purchasing a Seeley International evaporative air conditioner, which uses water, a **renewable resource**, to cool, you'll **reduce your impact on the environment** by producing up to **80% less CO₂ emissions[^]**, when compared to a ducted reverse cycle air conditioner.

CO₂ Emissions (kg/Yr)[^]

CO₂ savings equivalent to **planting 16 gum trees!***

Compared to a ducted reverse cycle system



[^]Seeley International's calculation based on approximate greenhouse gas emissions figures from publicly sourced data. Comparison with 1.5 star not zoned ducted refrigerative system in a large size (220m²) 2-star pre 2005 house in a Melbourne climate, cooling all day on the weekend and in the mornings and evenings when internal temperatures are high.

*This is an estimate based on the CO₂ calculation above and using the data from forestlearning.edu.au, 'Carbon and its storage in forest and wood products' article, published 2011. Calculation based on a spotted gum tree that sequesters 72kg CO₂/YR.

#Water use calculations for Braemar unit LCB450 evaporative air conditioner over twelve months are 5,405 L.

The ultimate in combined comfort and energy efficiency

A reputation built on quality and endurance

Founded in 1938 and being the oldest of Seeley International's brands, Braemar remains one of Australia's most recognised and trusted brand names today.

Backed by an 80 year history of innovation and success, the Braemar range is the recipient of many industry awards, including:

- The prestigious Good Design Awards in 2018 for the Braemar Evolution range.
- The Product Design Award in 2016 for the SuperStealth®
- Winner of the prestigious 2016 Australian Business Award.

These Awards reflect Braemar's commitment to sustainability; recognising its reduced energy usage, ultra-low noise, and reduced impact on the environment.

Braemar features:

- Superstealth® Axial Fan
- Inverter motor
- Trusted brand for over 80 years



*The warranty has terms and conditions, including the requirement for regular servicing of the product in accordance with the owner's manual.

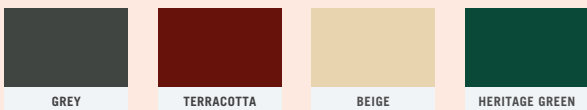
Braemar range

Evolution

With its low profile, sleek design, the Braemar Evolution unobtrusively sits below the roof ridgeline to blend seamlessly with your home.

- Inverter motor, using far less energy than a standard motor
- Superstealth® axial fan
- Ultra quiet
- 24% more active chillcell cooling pad area than the Paradigm™
- The **Lowest Profile Range** of high-performers!

Available colours*



SuperStealth® Invertair® Series

The world's first high performance inverter axial evaporative air conditioner with the highest cooling capacity and energy efficiency in the Braemar range.

- Ultra-quiet cooling
- Outstanding high-performance cooling
- Patented ultra quiet SuperStealth® fan (quieter than the standard stealth fan)

Available colours*



Paradigm Series™

Proven performer

- Braemar quality and reliability
- High efficiency and cooling performance
- Premium water management system

Available colours*



* Colours may vary. Heritage Green made to order.

Features and benefits

Exceptional water distribution

The water distribution system includes a combination of pressurised and natural flowing water systems, providing:

- Even water coverage within a compact height for maximum pad area and cooling.
- Australian designed, world patented[^], free flow, water distributor ensures constant, even pad saturation increasing the cooling effect and outperforming competitor products.

[^]Patent pending

Breakthrough Black Magic[®] MINI-CELL[®] CHILLCEL[®] pad technology

- The only evaporative cooling medium of its kind. Fully manufactured in Australia to address the harsh Australian climate. It's an **absolute out-performer!**
- Exclusive small cell design provides cutting-edge, high capacity cooling.
- Maintains our global leading Mini-Cell[^] Chillcel[®] pad technology, which increases surface area of the **fully wetted pads** by 25%, dramatically multiplying cooling capacity and efficiency - **BEYOND BELIEF!**
- **Black Magic[®] MINI-CELL[^] CHILLCEL[®] pads** deliver superlative cooling and transformational aesthetics to your home, enabling the unit to blend seamlessly into its surroundings.

[^]Patent pending

Power control module helps save water and power

- Microprocessor constantly analyses water quality, water consumption and power output

Tornado[®] pump that won't block

- Australian designed and manufactured
- Exceptional reliability in extreme conditions
- Dual directional – it can't block!



Auto Cleanse[™] - Auto water draining keeps your system clean

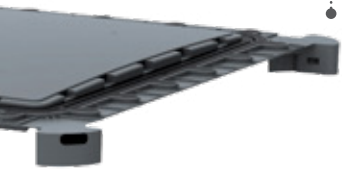
- Empties the reservoir automatically when system is not in use, leaving it clean and dry
- Ensures the system is operating at maximum efficiency, while using the minimum amount of water
- Helps to avoid some seasonal maintenance* as required by some other brands

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



UV stabilised and corrosion free

- The cabinet and water reservoir components are injection moulded structural foam polypropylene (Permatuf®). The cabinet and reservoir are UV stabilised and non-corrodible.



SuperStealth® Technology
(Evolution & SuperStealth® models)

- Advanced aerodynamic design
- SuperStealth® inverter motor and SuperStealth® fan for high energy efficiency and whisper quiet operation.



WaterManager™ saves water

- Uses the minimum amount of water to achieve high efficiency cooling
- Water quality monitoring to maximise water savings
- Keeps your system clean

AutoWinterseal® reduces draughts and dust

- Automatically closes off the air conditioning ducts when not in use
- Reduces winter chills entering your home
- Ensures comfort all year round

Bushfire Protection

Firewall Ember Screen (optional extra)

- Helps guard against ember attack in bushfires.

Turn to **page 18** for more information.

Affordable, effective cooling

Accessible evaporative air conditioning

The Coolair Brand became part of the Seeley International suite in 1997 and was quickly redeveloped to incorporate the all-plastic, corrosion-free construction which Seeley had pioneered.

The brand maintains its ethos of affordable effective cooling; presenting a good, value for money unit for those wanting to enjoy the benefits of evaporative cooling, without the cost of more advanced features.

Unit Snapshot:

- Variable speed motor
- Axial fan
- Optional automatic drain valve



*The warranty has terms and conditions, including the requirement for regular servicing of the product in accordance with the owner's manual.

Coolair range

CPQ Series

Coolair Evaporative air conditioners are very affordable, representing the **CHEAPEST-HIGHEST-VALUE-FOR-MONEY** coolers, which do not compromise on the renowned Seeley performance.

- Variable speed motor
- State of the art axial fan
- Optional bleed valve for water management, suitable for harsh water quality regions
- Proven track record for reliability and longevity



Available colours*



* Colours may vary. Terracotta made to order.

Coolair... Australia's greatest value for money home cooling!

- ✓ **Warranty** durable quality
- ✓ **Efficient** save up to 75% on energy costs*
- ✓ **Australian** designed, made and owned!
- ✓ **Natural** fresh, cool, clean air
- ✓ **NATA** accredited test results substantiate superior product performance
- ✓ **Alfresco living** with options for security vents so you can leave doors and windows closed

*Seeley International's calculation based on approximate running cost figures from publicly sourced data. Comparison with 1.5 star not zoned ducted refrigerative system in a large size (220m²) 2-star pre 2005 house in a Melbourne climate, cooling all day on the weekend and in the mornings and evenings when internal temperatures are high, and an electricity tariff of 31.9c/kWh. Negligible water cost excluded.

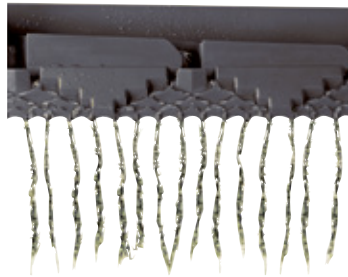
Coolair

Features and benefits

Exceptional water distribution increases cooling effect

Coolair's unique patented water distribution system means no clogging and no dry spots on the filter pads.

- Clever high efficiency pad wetting system
- Total pad saturation for total cooling
- High performance cooling day and night



Tornado® pump that won't block

- Australian designed and manufactured
- Built to outlast other less efficient conventional style pumps
- Dual directional – it can't block!



Stealth® fan is whisper quiet

- Advanced aerodynamic design
- Super quiet in operation
- Produces **more** beautifully cool, quiet, refreshing breeze, and at a **fraction** of the running costs of alternatives!



Breakthrough Black Magic® Mini-cell^ Chillcel® pad technology

The only evaporative cooling medium of its kind. Fully manufactured in Australia to address the harsh Australian climate. **It's an absolute out-performer!**

- Exclusive small cell design provides cutting-edge high capacity cooling.
- Maintains our global leading Mini-Cell^ Chillcel® pad technology, which increases surface area of the **fully wetted pads** by 25%, dramatically multiplying cooling capacity and efficiency - **BEYOND BELIEF!**
- **Black Magic® MINI-CELL^ CHILLCEL® pads** deliver superlative cooling and transformational aesthetics to your home, enabling the unit to blend seamlessly into its surroundings.

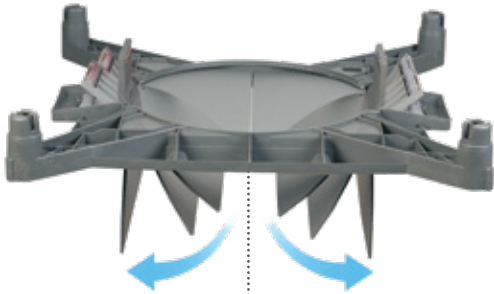
^ Patent pending





AutoWinterseal® reduces draughts and dust

- Automatically closes off the air conditioning ducts when not in use
- Reduces winter chills entering your home
- Ensures comfort all year round



Highly durable and non-corrodible outer casing

- Visually discreet, low profile
- 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



Auto water draining keeps your system clean (optional)

- Reduce the need for seasonal maintenance with this optional feature*
- This clever device conserves water by retaining the system's water for up to 72 hours of non-operation

*Regular maintenance (typically every two years for domestic use) is still required.

Flexible control with MagIQcool®

The Coolair MagIQcool® controller is incredibly easy to use

- Set your preferred temperature level on the clever wall mounted control and Coolair will do the rest - quickly, cleanly and reliably
- Maintain your desired comfort level with four convenient modes to choose from - cool, vent, auto and timer



Optional extra: MagIQtouch® Controller Touch screen technology



Braemar

Technical Specifications

Model	Cooling capacity (kW)	Airflow (L/s)	Nominal power motor (W)	Length (mm)	Width (mm)	Height – Front (mm)	Height – Rear (mm)	Operating weight (kg)
Evolution LPQI250	8.4	1510	340	1150	1150	730	380	86
Evolution LPQI350	10.4	2010	430	1150	1150	730	380	86
Evolution LPQI450	11.8	2390	600	1150	1150	730	380	86
Evolution LPQI550	13.2	2850	950	1150	1150	730	380	86

Model	Cooling capacity (kW)	Airflow (L/s)	Nominal power motor (W)	Length (mm)	Width (mm)	Height (mm)	Operating weight (kg)
SuperStealth LCQI250	8.1	1500	340	1150	1150	685	88
SuperStealth LCQI350	9.9	1990	430	1150	1150	685	88
SuperStealth LCQI450	13.5	2620	600	1150	1150	835	91
SuperStealth LCQI550	14.3	3070	950	1150	1150	835	91
Paradigm LCQ350	10.2	1980	430	1150	1150	685	80
Paradigm LCQ450	13.2	2560	600	1150	1150	835	89
Paradigm LCQ550	14.1	2810	950	1150	1150	835	91

*Airflow performances at 80Pa - the equivalent duct static pressure of typical ducted residential multiple outlet installations.

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.



Coolair

Technical Specifications

Model	Cooling capacity (kW)	Airflow (L/s)	Nominal power motor (W)	Width (mm)	Depth (mm)	Height (mm)	Operating weight (kg)
CPQ450	8.0	1570	340	1150	1150	685	78
CPQ700	9.5	2000	430	1150	1150	685	79
CPQ850	11.8	2560	600	1150	1150	835	87
CPQ1100	13.3	2710	750	1150	1150	835	89

*Airflow performances at 80Pa - the equivalent duct static pressure of typical ducted residential multiple outlet installations.

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.

How do I choose?

The airflow, and size of the area you wish to cool, will be the largest determinants of which model is best suited to your needs. Whilst it may seem that bigger can only be better, a correctly sized air conditioner for your home will run far more efficiently, which equates to maximised electricity cost savings.

- **Is your home well insulated?** This is a key consideration, as it impacts your home's ability to maintain its temperature. A well insulated home may need a lower capacity unit, in comparison to a poorly insulated home.
- **What climate will your home operate in?** The hotter the climate, the greater the demand on your air conditioning.
- **What additional benefits are important to you?** Seeley International evaporative air conditioners feature additional technology like winter seals, SuperStealth® fans, inverter motors, water savers, and architecturally designed units for aesthetic appeal.



MAGIQTOUCH® CONTROLLER

Touch screen technology

Smart, sophisticated and incredibly intuitive, your MagIQtouch® controller makes operating your evaporative air conditioner a breeze. Control the temperature, fan speed and many more features on a user friendly touch screen. The discreet and modern design will blend seamlessly into the décor of your home.

Main Features



Program mode

Programmable 7 day, 4 time period program, customisable to suit your lifestyle (including a temporary over-ride function).



Energy saving quiet night mode

A comfortable nights sleep that won't cost the earth. The energy saving quiet night mode automatically reduces fan speed during the night for even greater economy at lower noise levels.



Manual mode

Manually control temperature and/or fan speed settings



Cooling & Heating

Control both your cooling and heating from one MagIQtouch® controller



Auto-clean™ Function

World's first fully automated pad cleansing capability enables you to set and forget ensuring your cooling pads remain clean, fresh and functional all summer long, season after season. ^



Useful settings

Access additional features such as child lock, and servicing information.

Optional Extra: MagIQtouch® Air Sensor

The MagIQtouch® Air Sensor monitors temperature and humidity levels. It 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.

^Only for cooler models fitted with the water management system. Ask your dealer for further information.

Wi-Fi Smart app*



Control your cooling comfort needs directly from your mobile device! For example, turn on your cooler wherever you are, ensuring you come home to a cool home on those hot summer days. The smart app is free and available for download on your smartphone.

Smart home integration*



Control temperature and fan speeds with your voice through Amazon# Alexa or Google Assistant^ technologies. Voice commands are easy and simple to use, like "Alexa, turn on my Cooler" or "Hey Google, set the Cooler to 21 degrees".



Controller upgrade options



Wireless:

- Battery operated Wireless Controller using Radio Frequency technology
- Ideal for renovations, or where access for cabling is limited.
- Easier to install, the RF option also provides up to 2 master controllers.
- Can control the entire system from 2 locations, rather than 1; an ideal solution for larger, or two storey homes.



*Wifi Enabled:

- **Take complete control of your comfort at home, at all times.**
- Upgrade to a WI-FI module to work with your wired-in MagiQtouch® Controller**, enabling you to control your heating directly from your personal device through our smart app.
- The Smart app is available on Android and IOS devices.
- Integrate into voice activated smart home controls like Google Home and Amazon Alexa.

*Requires MagiQtouch® WI-FI kit, compatible MagiQtouch® controller and MagiQtouch® account to operate.

**MagiQtouch® WI-FI Module is not compatible with MagiQtouch Wireless Controller. Existing installations including a MagiQtouch® controller may need to be upgraded if purchasing the WI-FI module.



Google Home



amazon echo



Available for download now on iOS and Android



Additional Information

Combined heating and cooling solution

A Seeley International Ducted Gas Heater will complement your Evaporative cooler system:

- Warm and cosy in winter; fresh and cool in summer!
- MagIQtouch® controller will seamlessly control both heater and cooler systems
- Braemar has the highest efficiency star ratings in Australia for ducted gas heating*

*3 to 6 star, and 7 star equivalent products.



Keep your home secure

Did you know you can cool your home without leaving your doors and windows open?

Cost effective and easy to install, the **Security Relief Vent™** allows you to run your evaporative air conditioner while you are out, with all your windows and doors safely closed and locked.

Your home will **stay** cool, because the **cool** exhaust air is released into the hot roof space, cooling it while you're out.

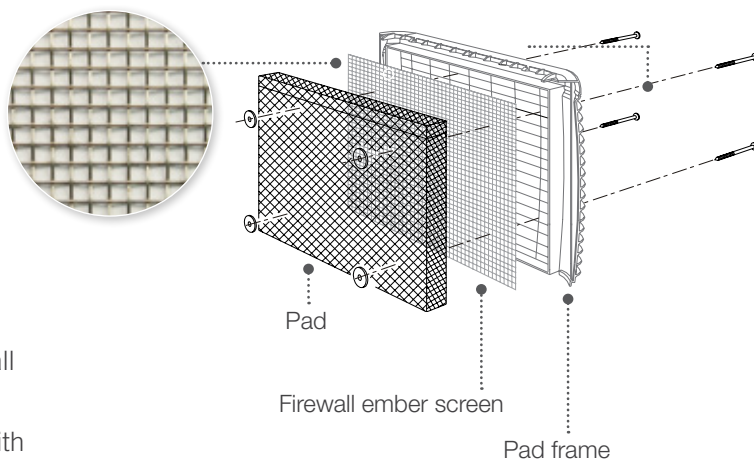
When you return home, if you wish, simply open up your windows and doors as normal - either way, you will **maintain** the delivery of fresh, cool air **throughout** your home.



Bushfire protection

Firewall Ember Screen (optional extra)

- Helps guard against ember attack in bushfires
- Made from non-combustible mesh
- Maximum aperture of 2mm
- Can be fitted to existing cooler pad frames
- Minimal reduction in air flow of around 5%
- To meet BAL ratings, the cooler **also** requires a Firewall Auto Seal installed
- Fitting both Ember Screen and Auto Seal to comply with BAL ratings will reduce airflow by up to 15%



Warranty Terms

5 Year Warranty - Braemar & Coolair*

5 year Warranty, 10 year cover on all structural components, plus a hefty 25 year cover against corrosion, on its Permatuf® cabinets.



*The warranty has terms and conditions, including the requirement for regular servicing of the product in accordance with the owner's manual.

Register your warranty and go into the draw to win \$500 worth of prizes[^]

Prize includes 2 free services (up to the value of \$400) and a \$100 eftpos gift card

All you need is your home owners' manual.

Visit seeleyinternational.com/warranty and follow the prompts.

Have your serial number ready.



Seeley International service network

Seeley International has an established network of highly professional dealers and service agents throughout Australia.

To book a service visit seeleyinternational.com/service or call 1300 650 644.

[^]Terms and conditions apply.

See: <https://www.seeleyinternational.com/residential/support/warranty-prize-draw-winners/> for more information, including the dates of the promotion.



BREEZAIR

Ducted Evaporative Air Conditioning

BRAEMAR

Ducted Evaporative Air Conditioning | Ducted Gas Heating
Reverse Cycle Air Conditioning | Gas Wall Furnaces and Space Heaters

CLIMATE WIZARD

Micro-Core® Technology

CONVAIR

Portable Air Conditioning

COOLAIR

Ducted Evaporative Air Conditioning

COOLERADO

Indirect Evaporative Air Conditioning

AIRA

Direct and Indirect Evaporative Air Conditioning | Ducted Gas Heating
Commercial Gas Space Heating | Energy Recovery Systems

INTEGRATED COMFORT INCORPORATED (ICI)

Dual Cool® Patented Dual Evaporative pre-cooling products

seeleyinternational.com/residential

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

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Quality
ISO 9001