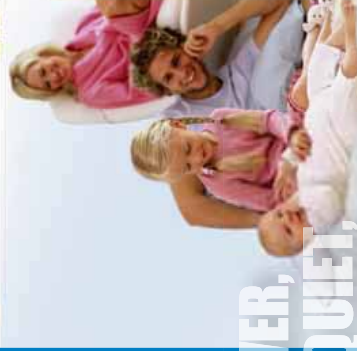




**SO CLEVER, SO QUIET,
SO COOL**





**SO CLEVER,
SO QUIET,**

SO COOL

Which ever way you look at it, Braemar out-stars them all! ★

Braemar - Seeley International Quality

Braemar evaporative air conditioning is proudly manufactured by Seeley International, Australia's leading evaporative air conditioning and gas heating manufacturer. For over 50 years Braemar has been providing Australian families with superb high-performance heating and cooling products and has cemented its reputation as a trusted and innovative Australian company, especially so, since becoming part of the Seeley International group.

For outstanding quality, proven reliability and superior comfort that has stood the test of time, you can trust Braemar along with **all** of Seeley International's award-winning brands.

Seeley Internationals recent awards...*

2011

Australian Innovation Challenge Awards

- Finalist
Climate Wizard

Advantage SA

- South Australia of The Year Award
Frank Seeley AM FAICD

AIRAH Awards

- Winner: Award for Excellence in Innovation
Climate Wizard

49th Australian Export Awards

- Finalist
Seeley International

Business SA Export Awards

- Winner: Large Advanced Manufacturer SA

Australian Design Awards

- Winner Housing and Building Design Award™
Climate Wizard

US Dealer Design Awards

- Silver - HVAC Commercial Equipment Category
Climate Wizard

*as at date of printing.

Australia's Best Manufacturing Magazine

- Platinum Award for supply-chain and purchasing excellence
Seeley International, Frank Seeley AM FAICD

Manufacturers' Monthly 2011 Endeavour Awards

- Winner: Australian Consumer/Trade

Product of the Year Award

- Climate Wizard

Manufacturers' Monthly 2011 Endeavour Awards

- Finalist: Australian Industrial Product

of the Year Award

- Climate Wizard

NSW GAS Awards for Excellence

- Winner: Industry Category - Environmentally

Sustainable Product

- Braemar Gas Heating





**SO CLEVER,
SO QUIET**

SO COOL

Comfort for the whole family

Built for the harshest Australian summer, Braemar evaporative air conditioning is a proven performer that won't let you down. For over 50 years Braemar has earned its reputation as the robust and reliable Australian made brand, by manufacturing world class evaporative air conditioning and ducted gas heating systems. Renowned for its "whisper-quiet" operation and engineering excellence, Braemar evaporative air conditioning has stood the test of time and will deliver fresh, natural and healthy super-cooling, year after year after year, so you can get on and enjoy summer.



- Fresh, healthy air
- High energy efficiency
- Low running costs
- Whisper quiet cooling
- Environmental benefits
- Whole of home cooling
- So easy to use
- Trusted Australian company
- Built to outlast
- Superb engineering

**You won't be disappointed,
Braemar is...
...so clever, so quiet, so cool.**

Which ever way you look at it, Braemar out-stars them all! ★

The ultimate in home cooling

How evaporative cooling works

Ever wondered why you feel cooler by the ocean or a river? You feel cooler because as hot air blows across the water, it causes some of the water to evaporate and absorb the heat. The air is cooled by this evaporation process and so becomes a "sea" breeze.

A Braemar evaporative air conditioner works the same way. Hot air enters the cooling unit on your roof where it is filtered and cooled as it passes through specially designed moistened Chilcel® pads. A fan then blows this beautifully cooled air throughout your home.

Hot air in the house is forced out through open windows and doors providing your entire home with a complete change of air at least every two minutes.

Benefits of evaporative cooling:

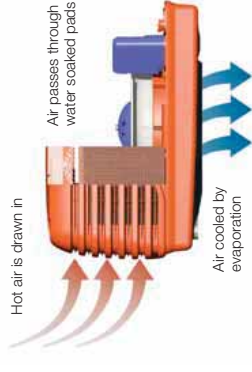
- Delivers 100% fresh air
- Windows and doors can be left open
- Greatly reduces costs of staying cool
- Enables lower purchase and installation costs
- Guarantees fresh, natural, healthy "lifestyle" cooling
- Allergy free, asthma-safe environment*
- Replaces all of the air approximately every two minutes
- Ensures full ventilation – drives out odours and stale air
- Never dries out the eyes and skin, or even indoor plants

Enjoy outdoor living

Summer is best enjoyed outdoors, but some air conditioning systems require you to shut all windows and doors and stay indoors to keep cool. With Braemar evaporative air conditioning you can enjoy indoor and outdoor living because evaporative cooling works best with the windows and doors open. This means kids can run inside and out all day without having to worry about closing doors ... and you can relax outside with a cool breeze streaming out through open windows and doors. Braemar gives you the best of both worlds – indoor and outdoor comfort.

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Evaporative cooling is a totally natural process filling your home with 100% fresh air – there couldn't be a healthier choice. Unlike refrigerated systems that can circulate stale recycled air, Braemar's Chilcel pads filter and clean the air which is not only great for general health and well being, but it is the ideal choice for allergy and asthmatic sufferers.*

By pumping fresh, cool air into your house and pushing hot, stale air out, Braemar evaporative cooling also operates as a ventilation system. Kitchen odours or stale air can be quickly and easily expelled from the home by turning the unit on or operating it in fan only mode.

* Always consult your medical practitioner for information regarding your specific condition.



**\$0 CLEVER,
\$0 QUIET,
\$0 COOL**

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Braemar is easy on your pocket

Energy efficiency

With soaring power prices, purchasing energy efficient products is becoming a key concern for all Australians. Choosing an energy efficient cooling system is no different. Fortunately your decision is made easy because evaporative air conditioning is, without doubt, the most energy and cost efficient way to cool your whole home.

The running of heating and cooling equipment accounts for around 39% of energy use in the average Australian home*, so choosing an energy efficient system can make a significant difference to your household energy consumption.

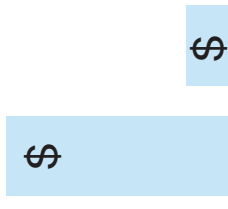
Evaporative cooling uses up to 80 percent less electricity than comparable refrigerated units. By choosing Braemar you are making the right choice to reduce energy consumption in your home.

*Home Greenhouse Audit manual – Department of the Environment & Heritage Australian Greenhouse Office, 2006 ** As at date of printing.

Low running costs

Braemar's highly efficient system consumes less power than refrigerated units which means it will cost you less to run. Unlike these, a Braemar evaporative system won't send your electricity bill skyrocketing every time you turn it on. Braemar evaporative systems also cost much less to install than most other ducted systems.

BRAEMAR VERSUS REFRIGERATIVE COST FOR OPERATION



REFRIGERATED EVAPORATIVE
Based on average Adelaide conditions for a 100m² home with insulation.

BRAEMAR VERSUS REFRIGERATIVE COST OF RUNNING COMPARISON

11 HOURS PER DAY OPERATION	POWER SAVINGS PER QUARTER
3 hours per day	\$258
6 hours per day	\$517
12 hours per day	\$1035
18 hours per day	\$1552

Based on average Adelaide summer with power at \$0.32c per kWh in a 3 bedroom insulated home. With a power usage of 11.022kWh with refrigerated and 14.22kWh for evaporative. Correct at date of printing.

Braemar advantages

So Clever

Braemar's incredibly smart automatic drain valve and its AUTOWinterseal™ features, together reduce the need for seasonal maintenance*. There is no need to manually drain the unit or put a cover over it at the end of the summer. Braemar automatically empties its reservoir, leaving it clean and dry and closes off the air conditioning ducts to prevent cold draughts and heat loss in winter. Braemar was the first evaporative cooler to integrate the water distribution system into the design of the cabinet. The result is a robust free flow distributor that not only reduces the number of moving parts in the cooler, but also ensures an even and reliable water coverage of the Chillcoel pads. The Braemar water distribution system won't block the flow of water to the pads and can't move out of place over time. That's clever!

So Quiet

Braemar is renowned for its whisper quiet operation. The secret is Braemar's state of the art, Stealth® fan that ensures a constant, even flow of air through the Chillcoel pads. Braemar's experience of manufacturing over more than 50 years, coupled with its dedicated research and development team has delivered a truly unique fan system. The result is arguably the quietest axial air cooler available in the world. To ensure whisper quiet operation, a series of finely tuned blades located in the fan housing assist by straightening the air flow as it leaves the cooler. The advanced aerodynamic design uses only a small amount of energy to produce a cool, constant, quiet, welcoming breeze.

So Cool

When it comes to delivering powerful cooling performance during the harshest Australian summer, Braemar has no peer. Every part of the Braemar cooler is designed to deliver maximum cooling performance with minimum energy and water consumption. With decades of airconditioning experience, superior design and advanced technology, Braemar coolers will deliver wonderfully cool comfort even during the hottest heatwaves.

*Seasonal maintenance is the time consuming routine required by some other units. Ask your dealer for a complete rundown. Seasonal maintenance does not replace regular maintenance of the unit as required for peak performance.



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SO COOL**

Which ever way you look at it, Braemar out-stars them all! ★

Environmental Benefits

The right choice for the environment

Evaporative coolers consume only a small proportion of the energy consumed by other comparable systems. By choosing energy-efficient appliances that consume less power, you can help the environment to reduce the amount of greenhouse gases generated by power stations. Evaporative coolers contain no harmful refrigerants. Many of the gases used in refrigerated air conditioners are potent synthetic gases like hydrofluorocarbons and some are also ozone depleting.

Water use

Braemar has advanced water saving technology designed to eliminate water waste. WATERmanager™ continuously monitors water quality electronically, replacing it only when mineral deposits exceed acceptable levels. The result is that Braemar air conditioners use the minimum amount of water resource to provide maximum cooling effect. Water is only discharged from the cooler when it reaches 2400 p.p.m. salinity. At this level it is suitable for many garden plants, including most lawns. Check with your nursery or council to confirm suitability for garden watering.



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Braemar brings comfort to your whole home... ...not just one or two rooms.



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SO QUIET,
SO COOL**

Which ever way you look at it, Braemar out-stars them all! ★

Whole of home cooling

Braemar's evaporative coolers offer many advantages. One of the most impressive is that they cool entire homes without zoning. During a heat wave, you're not confined only to parts of your home as you may be with some refrigerated systems.

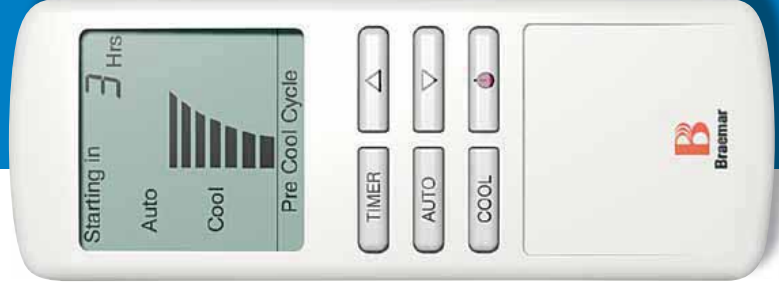
With Braemar, it's cool in every room of the house, day and night. Family life just carries on as normal, no matter how hot it gets outside. Everyone can play by day and sleep at night in cool comfort.

Ease of use

The Braemar Paradigm Series wall controller puts climate control at your fingertips. It's so easy to use. You set the comfort level you want on the controller and the Braemar unit does the rest.

You can choose from four different control modes to cool your entire home the way you want.

- **Auto:** In Auto mode, the system monitors room temperature and automatically increases or decreases fan speed to maintain your selected cooling level.
- **Manual:** This mode allows you to determine the fan speed you want. Increase it for greater cooling and turn it down as the day declines.
- **Timer:** Use this mode to program the system to switch on or off at any time over a 24 hour period.
- **Fan:** Fan mode allows you to use the system as a ventilator. When a cool change arrives, turn on the fan only and pump Mother Nature's cool change through your home.



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SO QUIET,
SO COOL**

Which ever way you look at it, Braemar out-stars them all! ★

A great range...
...four classic colours

Australian made and owned

Australian made

For over 50 years Braemar has manufactured quality evaporative cooling units and gas heating systems and is wholly owned by Seeley International. Our products are exclusively designed and built in Australia, especially for Australian conditions.

So, when it comes to performance, reliability, quality and safety, you know you are dealing with the market-leading specialist.

Trusted Australian company

- Proudly Australian made
- 100% Australian owned
- Leading household brand for more than 50 years

Looks good - built tough

Braemar is clean, simple and modern. These cooling products have been designed to blend into your roofscape.

Injection moulded from specially developed Permatuf® polymer, your Braemar won't rust, is UV resistant and will stand up to the harshest extremes of climate, year after year. Choose from four designer colours, specially created to suit heritage and modern homes alike.

- Quality
- Reliability
- Longevity

Add value to your home

An evaporative air conditioning system can cool your home more efficiently than any other system. However, a Braemar evaporative system can also add considerable value to your home for the simple reason that the name Braemar has long been synonymous with quality. The kind of quality that will serve you well for many years to come. And if you ever decide to sell, its high class durability will make selling your home all that much easier.



Unit colours may vary slightly from those depicted

Braemar has an incredible list of benefits...

...built right into every one of our air conditioning systems.

Tornado® pump

Braemar's custom designed Tornado water pump provides exceptional reliability in the most extreme conditions.



Stealth® fan

Braemar's state of the art, Stealth fan is super quiet in operation and ensures a constant, even whisper of air through the Chillcel pads. The advanced aerodynamic design uses only a small amount of energy to produce a constant, cool, quiet, welcoming breeze.



Chillcel® pads

Made from a special cellulose material, these long-life pads were independently tested to help establish maximum saturation levels and therefore, maximum cooling efficiency. The pads are essentially self-cleaning. Dust and pollen is captured on the pads and washed away into the sump below by the flow of water.



Free flow water distributor

A world patented water distribution system delivers continuous, even water coverage to the Chillcel pads, ensuring maximum cooling effect continues throughout the long, hot, summer days and nights.



AutoWinterseal™

This Braemar feature makes life so much easier. Whenever the system is not in use, the AutoWinterseal automatically closes off the air conditioning ducts. This prevents dust and unpleasant odours from entering the house, while preventing cold draughts and heat loss in winter.



Automatic drain valve

Your Braemar system doesn't require seasonal maintenance* at the beginning and end of each season because your unit is fitted with an automatic drain valve. This specially programmed valve keeps your cooling system clean and operating at maximum efficiency, while using the minimum amount of water. When your system is not in use, the valve automatically empties the reservoir, leaving it clean and dry.

**Seasonal maintenance is the time consuming routine required by some other units. Ask your dealer for a complete run down. Seasonal maintenance does not replace regular maintenance of the unit as required for peak performance.*



Totally enclosed Tropic proof motor

The Braemar air conditioner is second-to-none in design and manufacture. As the heart of the unit, the totally enclosed tropic proof motor has been put through rigorous performance tests to ensure longer term performance and incredible reliability. Being variable speed, the motor gives you maximum control over your family's comfort level at all times.



WaterManager™ system

This unique feature keeps the system clean and ensures you save precious water by minimising water loss through dumping. This is achieved by constantly measuring the salinity of water in the tank and dumping it only when necessary, to ensure clean and efficient operation. This means you will not waste water like other evaporative systems, and you can save over 9,000 litres compared to a basic bleed system. This will save you lots of money as well as water.



SO CLEVER,
SO QUIET,

SO COOL

Which ever way you look at it, Braemar out-stars them all! ★★

Your Braemar dealer is the expert...

...they'll help you choose a system that's exactly right for you.

Which model do I need ?

Your accredited Braemar Dealer is well qualified to help you select the correct Braemar evaporative air conditioner for your home.

Compucool Sizing System:

To optimise performance, this revolutionary system assists your Braemar Dealer in determining the system best suited to your needs. He will 'compute' factors such as:

- Construction of your home
- Location and climate
- Ceiling heights in your home
- Your lifestyle
- Total area to be air conditioned
- Your budget

Your dealer will also refer to meteorological and scientific data taken from over 600 locations around Australia to assist in his detailed and precise specification for your home.

Compucool eliminates all the guesswork on unit selection, providing you with confidence that the Braemar you install is exactly right for you and your home.

SO CLEVER, SO QUIET,

SO COOL

Braemar paradigm series specifications

MODEL	WIDTH	DEPTH	HEIGHT	OPERATING WEIGHT
LCB 250	1150mm	1150mm	686mm	78kg
LCB 350	1150mm	1150mm	686mm	79kg
LCB 450	1150mm	1150mm	836mm	87kg
LCB 550	1150mm	1150mm	836mm	89kg

"Rated Cooling Performance" defines the cooling capacity of evaporative air conditioners under standardised conditions. The conditions specified include: inlet dry-bulb temperature 38°C, inlet wet-bulb 21°C, and comfort dry-bulb temperature 27.4°C, all measured with a system static pressure of 80Pa. In accordance with Australian Standard AS2913:2000, As Braemar strives for continuous product improvement, these specifications are subject to change without notice. Evaporative cooling performance is affected when high humidity conditions exist. Installation and commissioning to manufacturer's specifications, industry standards and state regulatory laws is the responsibility of the installer.

Don't be misled, ensure your entire cooler is tested to AS-2913:2000

Braemar cooling performance in kW

BRAND	MODEL	NOMINAL MOTOR POWER (W)	CLAIMED kW OF COOLING	ACTUAL kW OF COOLING
Braemar	LCB250	340	8.5	8.5
Braemar	LCB350	430	9.0	9.0
Braemar	LCB450	600	14.0	14.0
Braemar	LCB550	950	14.7	14.7

The above analysis was drawn from Meridian Laboratories 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.

Seeley International, manufacturers of Braemar, has tested its Evaporative Coolers according to AS2913:2000. This is the Australian Standard for the testing of Fixed Evaporative Air conditioners and demands that all such air conditioners be tested as complete units.

The standard states in clause 3.1.1d-1 "Performance ratings relate to the actual performance of the fully assembled equipment as supplied, not to the component parts prior to assembly." Australian Standard AS2913:2000.

All test results commissioned by Seeley International of both their own and competitive air conditioners, have been carried out in this prescribed manner. Based on AUSTRALIAN STANDARD mandatory testing procedure, published are the actual cooling performances for various Braemar models.

Warranty

Every single Braemar unit is made from premium grade materials and its components fully tested before and after assembly. It is also supported by a comprehensive factory-backed warranty.

While our engineering and quality control procedures are so good that we don't think you'll ever need to use it, our warranty is there for your protection... and ongoing peace of mind.

The Braemar Paradigm Series is backed by a 5 year general warranty. There is also a 10 year structural warranty and a 25 year Permatuf Cabinet warranty.



Which ever way you look at it, Braemar out-stars them all! ★★★★★

Plan ahead with heating!

Whether you install Braemar ducted gas heating at the same time, or add it later, Braemar Ecostar is the perfect partner. One single wall controller can operate both your heater and cooler!

Ultra powerful.

Australians have been coming home to the wonderful warmth of Braemar for more than 50 years.

Australian made and wholly Australian owned, Braemar's reputation as the leading brand of ducted gas heating is well

deserved because of its world leading innovation and the stand-alone quality of its manufacturing.

In an era of soaring power costs, Braemar Ecostar has proudly held the title of "Australia's most

Super efficient.

efficient range of ducted gas heaters".

Our latest range of heaters dramatically increases our lead, with even greater performance efficiencies.

The revolutionary Spectrolink Multizone control system lets you simultaneously control up to four independent temperature zones with fast, quiet and efficiently clean heating.

Unmatched control.

Outstanding energy efficiency across the range, coupled with the most advanced control system available, all adds up to powerful heating with the minimum amount of gas consumed.

So when it comes to genuine running cost savings and powerful, quiet and clean heating, then it has to be Braemar!

Unprecedented control and economy throughout your home

Star Performance

Braemar is Australia's most efficient range of ducted gas heating.



New six star series

And now, Braemar brings you the world's first and only six star ducted gas heater! This innovation takes heating efficiency to a completely new level.



New compact five star series

Braemar also offers the world's first non-condensing five star ducted heating series... a big five stars in a more compact cabinet, making installation easier.

come home the warmth of Braemar

Spectrolink™ Multizone™

Now giving you unprecedented control and economy throughout your home.

New Modular Design

Ease of installation, greater efficiency, compact and powerful.

Quality

Every single Braemar unit is made from premium grade materials and supported by a comprehensive factory - backed warranty.



Set the upstairs bedrooms to 18°C

Set the lounge and formal dining to 21°C

Set the kitchen and meals to 18°C

Set the study and sitting room to 19°C

The amazing Spectrolink Multizone Controller gives you absolute control



*Haier air conditioning products are proudly distributed by Seeley International throughout Australia.

Warranty conditions are subject to property access and industry Safety Standards. Full terms and conditions applicable to Braemar unit installation available on request from dealer.

As Braemar strives for continuous product improvement opportunity, specifications subject to change without notice. Unit colour may vary slightly from that depicted in this brochure. Installation and commissioning system to manufacturer's specifications - compliance with industry standards and state regulatory codes responsibility of the installer.

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

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 well over 100 countries. Not bad for a company that started out in 1972 in the garage of its founder and Chairman, Frank Seeley AM FAICD, who was named South Australian of the Year for 2011!

Seeley International Pty Ltd
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