



Braemar evaporative cooling

So clever, so quiet, so cool

WITH ADVANCED
MAGI@TOUCH
CONTROLLER



SEELEY
INTERNATIONAL 

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, Convair, Coolair, Coolerado and Aira.

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 Convair, 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.

For Aira, the product range is made in Australia.



Award Winning Company

Seeley International consistently wins awards each year for new product design, innovation and the environment.

Recent awards include:



Why Braemar?

For more than 65 years Braemar has been providing Australian families with the world's best, most energy-efficient cooling and heating products and has cemented its reputation as a highly trusted and innovative Australian brand.



Uncompromised product quality and reliability



7 year comprehensive warranty*



65 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 high 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 escalating 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



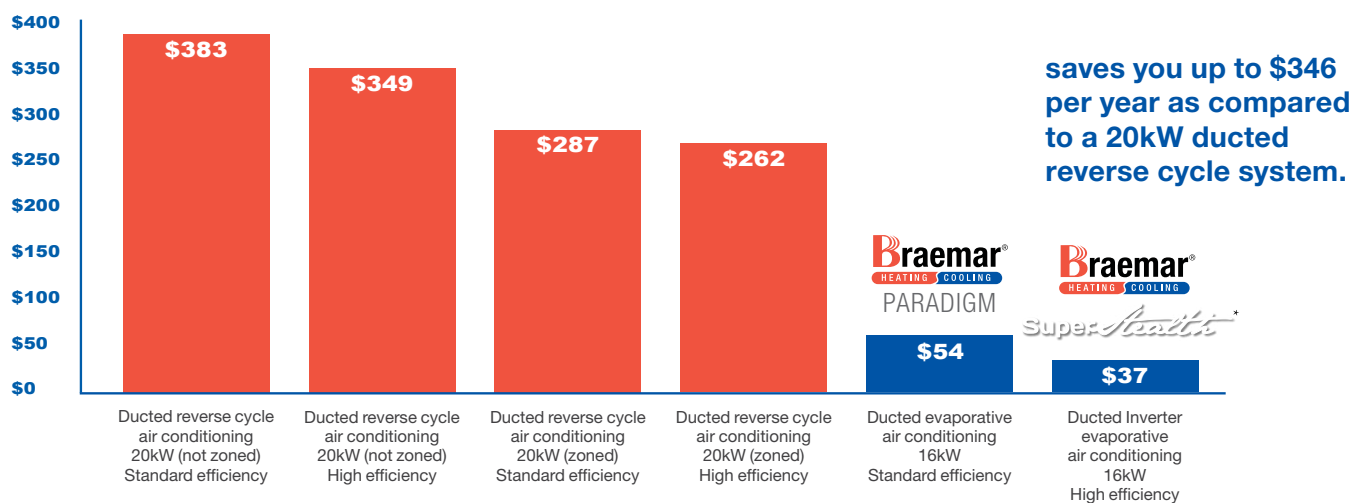
Energy efficiency means better for the environment



Get a good night's sleep with whisper-quiet cooling



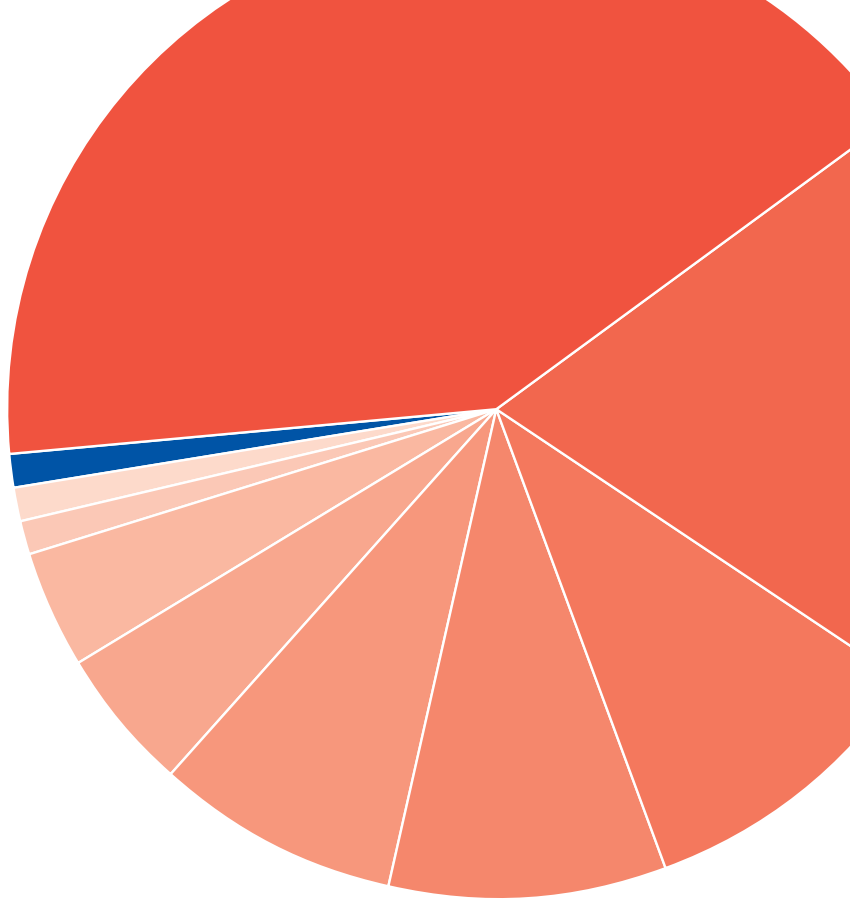
Running cost comparison*



*Based on approximate running cost figures per annum sourced from Sustainability Victoria – see its Cooling Fact Sheet at www.sustainability.vic.gov.au/services-and-advice/households/energy-efficiency/toolbox/energy-efficiency-fact-sheets. 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

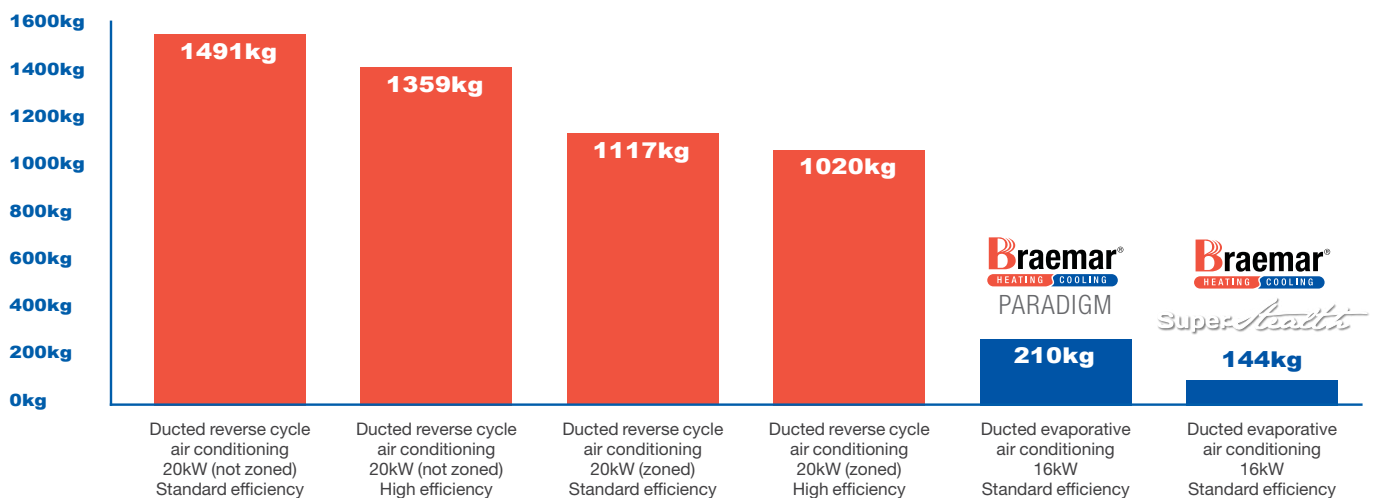


Source: South East Water Corporation, Article: 'How much water do my appliances use', www.southeastwater.com.au, 2014.

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 1.09 kg CO₂ e/kWh 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 2016).

Braemar ducted evaporative cooling

Features and benefits

Braemar Paradigm (LCQ) and SuperStealth (LCQI)

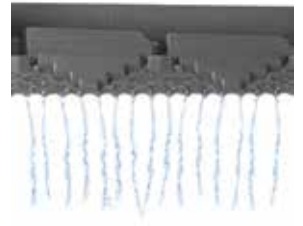
Tornado® pump

- 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

- New and improved pad technology
- 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

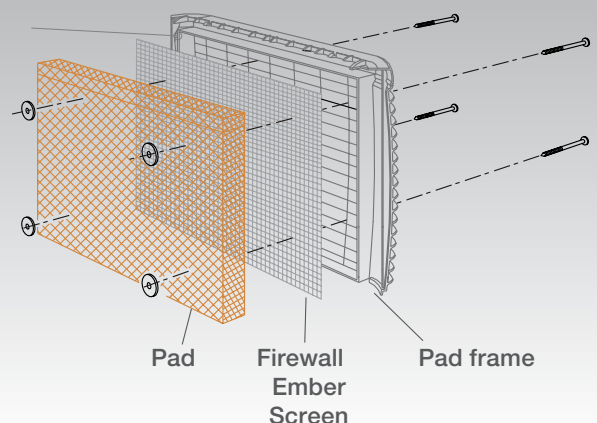
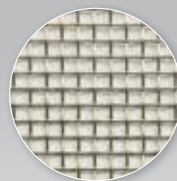
- Visually discreet, hidden from the street
- Integrates unobtrusively with the roof line
- High performance Permatuf polymer construction
- Highly durable, will not corrode or rust
- Available in a range of contemporary colours



Optional extra

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%





SuperStealth



SuperStealth® fan

- Specifically designed to be more energy efficient
- Quieter than the standard Stealth Fan



SuperStealth Inverter Motor

- Exclusive to Braemar
- Highly efficient throughout the operating range
- Uses far less energy than a standard fan and motor



Stealth® fan (Paradigm)

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



Totally enclosed tropic proof motor (Paradigm)

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

Warranty

For complete peace of mind, Braemar backs every one of its air conditioning systems with an industry leading comprehensive warranty program.

This includes a comprehensive 7 year warranty* (with a compulsory chargeable service in the 4th year), 10 year cover on all structural components, plus a hefty 25 year cover against corrosion, on its Permatuf® cabinets.

Please refer to your home owner's manual at braemar.com.au for all service and warranty terms and conditions.

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.



Program mode

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



Energy saving "night quiet" mode

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



Child access lock

Select a pin code to control access to your Controller.

For more information on additional features please visit braemar.com.au

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.





Scan this QR code to see the MagIQtouch controller in action on your smartphone

- Simply download QR Code Reader/Scanner from the iTunes store or Google Play store
- Scan the code and experience the MagIQtouch

Braemar SuperStealth Invertair™ series



World's first high performance inverter axial evaporative cooler!

-  Super quiet cooling
-  Unbelievable savings
-  Outstanding performance
-  Easy to operate & maintain

Specifications

Increased performance across the range!



Heritage Green*



Terracotta*



Beige*



Slate Grey*



MagIQtouch Controller

	Model	Dimensions			Operational Weight	Nominal motor power	Cooling capacity	Airflow	Controller	Colours
		Length	Width	Height						
		mm	mm	mm	kg	W	kW	L/sec	MagIQtouch	
SuperStealth	LCQI 250	1150	1150	685	88	340	8.1	1500	✓	✓ Heritage Green ✓ Terracotta ✓ Beige ✓ Slate Grey
	LCQI 350	1150	1150	685	88	430	9.9	1990	✓	
	LCQI 450	1150	1150	835	91	600	13.5	2620	✓	
	LCQI 550	1150	1150	835	91	950	14.3	3070	✓	
Paradigm	LCQ 250	1150	1150	685	79	340	7.6	1520	✓	✓ Heritage Green ✓ Terracotta ✓ Beige ✓ Slate Grey
	LCQ 350	1150	1150	685	80	430	10.2	1980	✓	
	LCQ 450	1150	1150	835	89	600	13.2	2560	✓	
	LCQ 550	1150	1150	835	91	950	14.1	2810	✓	

* 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.

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 then:

- Go to seeleyinternational.com and click on Get Support at the top of the page
- Choose which brand product you would like to register
- Or
- Scan the QR code on the back page of the Home Owner's manual with a smart phone or tablet

[^]Terms and conditions apply. See braemar.com.au for more information, including the dates of the promotion



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 systems 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 high star ratings 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.

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.



BREEZAIR

Ducted Evaporative Cooling

BRAEMAR

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

CLIMATE WIZARD

Indirect Evaporative Cooling

CONVAIR

Portable Air Conditioning

BRAEMAR TUDOR ROMEO

Gas Cooktops

COOLAIR

Ducted Evaporative Cooling

COOLERADO

Indirect Evaporative Cooling

AIRA

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



With the generous support of our
Australasian dealers we are proud to
be the National Variety Bash partner
supporting kids in need across Australia.

Seeley International Pty Ltd

ABN 23 054 687 035

112 O'Sullivan Beach Road, Lonsdale, SA 5160

Phone: (08) 8328 3850 Fax: (08) 8328 3950

Email: marketing@seeleyinternational.com

www.seeleyinternational.com

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

Cat No M378 REV D (0916)

