

# SEELEY INTERNATIONAL



# Company Overview

Australia's largest air conditioning and heating manufacturer

Global leader in the development and commercialisation of highly energy efficient heating and cooling appliances



**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.**



# Seeley International brand values

## Inspiration!

We inspire and motivate through positive leadership, creativity and persistence.  
We are committed to excellence. We employ and develop the very best people to produce the world's best products for our customers – and we never stop trying to do even better.  
We believe that the way that we do things is just as important as what we do.



### Innovation

We are inventive, bringing creative vision and entrepreneurship to our industry. We are passionate about creating inspired new ways to exceed our customers' needs. We will always look for a solution.

### Excellence

Our products are the best in the market and we don't compromise on quality. We deliver product and service excellence by having the best people and market-leading processes.

### Reliability

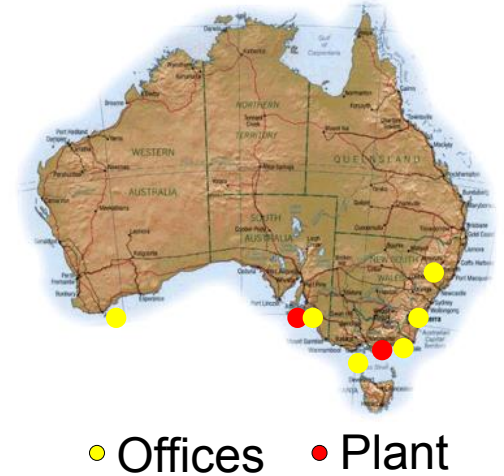
We display integrity in all that we do. Our products work and, when we make a claim, we can back it up. When we say we are going to do something, we follow through.

### Energy-efficiency

We always look for ways to lead the market in reducing energy use. We believe that we can achieve outstanding heating and cooling results and still deliver energy efficiency and our products prove this.

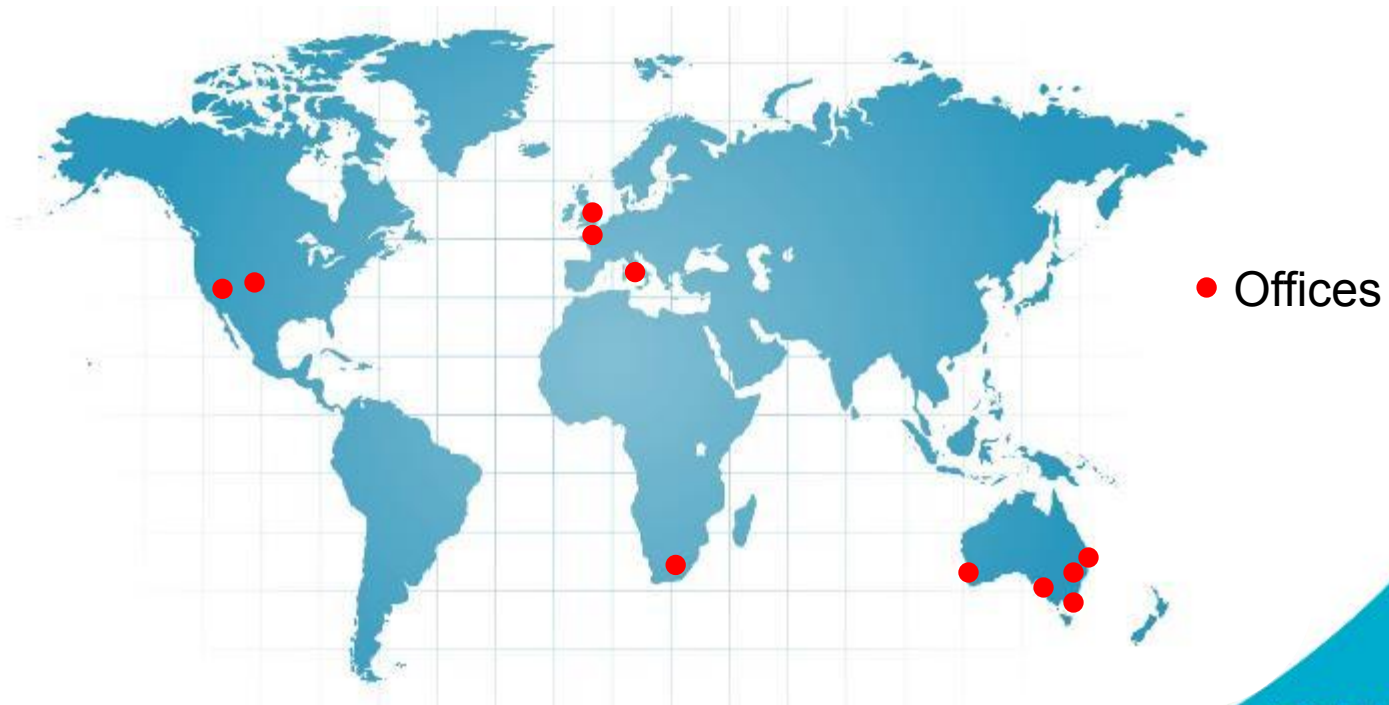
# Company Overview

- In Australia:
  - More than 400 staff
  - Two manufacturing plants
  - Sales offices in each capital city



# Company Overview

- Internationally:
  - Exports to more than 120 countries
  - Offices in USA, UK, France, Italy and South Africa



# Family Owned



**Frank Seeley AM FAICD**  
Founder and Executive Chairman



**Kathy Seeley**  
Director



# Board of Directors



**Frank Seeley AM FAICD**  
Founder and Executive Chairman



**Kathy Seeley**  
Director



**Jon Seeley**  
Group Managing Director



**Paul Proctor**  
Managing Director



**Marc Makrid**  
Director



**Goran Roos**  
Director



**Kevin Scarce**  
Deputy Chairman





# Product Range Overview

- **Fixed DIRECT Evaporative Cooling (Residential and Commercial)**
- **Fixed INDIRECT Evaporative Cooling (Commercial)**
- **Gas Heating**
- **Reverse Cycle Air-conditioning**
- **Add-on Cooling (Dual Cycle – Gas and Refrigerated together)**
- **Gas Cooktops**

*‘Complete Climate Control Solutions’*



# SEELEY INTERNATIONAL

**Breezer**  
NUMBER ONE IN NATURAL COOLING

**Braemar**  
HEATING COOLING

**Climate Wizard**  
HYPER-EFFICIENT COOLING

**convair**

**coolair**

**Braemar**  
Tudor Romeo

**Coolerado**

*‘Complete Climate Control Solutions’*



SEELEY INTERNATIONAL 

# Evaporative air conditioning



# Evaporative air conditioning

## Features and benefits:

- Less electricity usage
  - Evaporative air conditioners consume only a small proportion of the electricity consumed by a comparable refrigerated system. A Breezair Icon series evaporative air conditioner uses up to 40% less electricity than conventional ducted evaporative air conditioning systems and up to 90% less than refrigerated units
- Lower peak energy usage
  - Lower Peak Energy usage means lower wiring costs, potentially useable with solar energy and less requirement for additional power stations.
- No production of CFC's or HFC's
  - Evaporative air conditioning systems contain no harmful synthetic refrigerants
- Less greenhouse gas production
  - The power consumption of just one ducted refrigerative air conditioner can result in up to 1.6 tonnes of harmful CO<sub>2</sub> being pumped into the atmosphere each year.\* On the other hand, Breezair evaporative air conditioning system is so efficient it produces less than one tenth of this volume.

AUSTRALIAN  
MADE

## Ducted gas heating





## Ducted gas heating

### Features and benefits:

- Ducted gas heating provides the most energy efficient whole of home heating option available through vents in the ceiling or floor
- Its kinder to the environment as it produces fewer greenhouse gas emissions than most other forms of heating; just one third of that produced by black coal generated electricity
- You get fingertip control and instant warmth that won't dry your eyes.

AUSTRALIAN  
MADE

SEELEY  
INTERNATIONAL 



## Gas space heating





## Add-on cooling



- **Same ducts and grilles**
  - The Braemar add-on cooling system is specially designed to use the same ductwork and grilles as Braemar ducted gas heating – which makes installation and operation easier.
- **Zoning**
  - Using the newest Braemar Invertair add-on cooling with your ducted gas heater, you can have different cooling temperatures in up to four different zones. You can even choose to just cool one zone - enhancing your comfort and helping reduce your power bills.
- **Compact and economical**
  - Braemar add-on cooling units are compact, economical to run and use R410A refrigerant, which is less harmful to the environment than some other refrigerants.







## Ducted, multi and split system reverse cycle air conditioning





## Ducted, multi and split system reverse cycle air conditioning

### Features and benefits:

- Designed to cool or heat multiple rooms at once, Braemar ducted systems feed refrigerated air through a series of vents in the home. Usually these vents are in the ceiling. These air conditioners each consist of a compressor, a fan and a heat exchange coil and use a refrigerant to cool or heat the air. Braemar ducted air conditioners, use a concealed ducted fan coil unit to distribute air to the rooms you want to heat and cool.
- Split system air conditioners cool and heat one room or area of your home. They consist of an indoor wall-mounted unit that blows cool air around the room, and an outdoor unit that dissipates the heat from the cooled area. Refrigerants are used to cool or heat the air blown around the area being cooled.







## Indirect evaporative air conditioning

### **Case study:**

### **Challenge**

To provide exceptionally comfortable conditions to the Learning Hub, visited by over 3,000 students daily, in the extreme heat of summer in Adelaide.

### **Solution: Climate Wizard Customisable Design**

The University of Adelaide's Learning Hub can maintain a comfortable 22° C (71.6F) with a pleasant breeze despite outside temperatures frequently hitting over 35° C (95° F) and peaking at 45° C (113° F). The solution exceeded the original brief for required efficiency by a factor of 4, to keep the 10,500 m<sup>2</sup> (34,448 ft<sup>2</sup>) facility cool with 100% fresh air. This installation of 11 Climate Wizard High Volume Modules (HVM) uses zero CFCs or other harmful refrigerants. This installation is most likely the largest single indirect evaporative project in the world today, with a design cooling capacity of 465kW, when the outside air temperature is 45° C (113° F).





# Coolerado®





# Indirect evaporative air conditioning

## Case study:

### Challenge

Location: Cheyenne, Wyoming, 2000 square feet

Help Green House Data satisfy their mission of 'environmental' data processing, requiring a limited GHG footprint – key for their branding.

Can use UPS to run Coolerado during power failure.

### Solution: 14 Coolerado M50's

Resulting in:

- 90% reduction in energy use
- 40% reduction in total building energy consumption
- Zero down time
- Free cooling in shoulder season



# convair®



SEELEY INTERNATIONAL 

# Electrical Retailers

Seeley International has the most sought-after retail air conditioning sales and marketing network in Australia.

Preferred supplier status with major retailer groups nationally.

The logo for Harvey Norman, featuring the brand name in a bold, blue, sans-serif font with a red underline.The logo for RETRAVISION, with the word in white, uppercase letters inside a red, rounded rectangular border.The logo for Beta ELECTRICAL, with 'Beta' in blue and 'ELECTRICAL' in white on a yellow background.The logo for 2NDS WORLD, featuring a blue globe icon with a white electrical plug, the text '2NDS WORLD' in blue, and the tagline 'CHOOSE THE WAY YOU SAVE' in red below.The logo for RadioRentals, with 'RadioRentals' in white on a dark grey background and 'SA's BIGGEST' in smaller white text below.The logo for leading appliances, with 'leading' in white on a black background and 'appliances' in white on a red background.The logo for appliancesonline.com.au, featuring a blue circular icon, the text 'appliancesonline.com.au' in blue, and 'LEGENDARY SERVICE' in red below.The logo for R.T. Edwards, with 'R.T. Edwards' in blue and 'QUEENSLAND'S ELECTRICAL & COMPUTER RETAILER' in smaller blue text below.The logo for AGL, with 'AGL' in white on a blue square background.The logo for DOMAYNE, with the word in black, uppercase letters and a red underline.The logo for Masters Home Improvement, with 'Masters' in white on a blue background and 'Home Improvement' in smaller white text below, accompanied by a blue wave graphic.The logo for THE GOOD GUYS, with the text in white, uppercase letters on a blue background.The logo for JOYCE MAYNE, with 'JOYCE MAYNE' in white on a yellow background and 'WHERE THE SMART MONEY SHOPS' in smaller white text below.The logo for JB HI-FI, with the text in black, uppercase letters on a yellow background.The logo for BI-RITE ELECTRICAL, with 'BI-RITE' in white on a blue background and 'ELECTRICAL' in white on a yellow background below.A small logo featuring a map of Australia with the text 'AUSTRALIAN MADE & OWNED'.The logo for SEELEY INTERNATIONAL, with 'SEELEY' in large white letters and 'INTERNATIONAL' in smaller white letters below, next to a globe icon.



# Braemar<sup>®</sup>

Tudor Romeo

## Gas cook tops



# Commercial / Industrial

Established as the premium supplier in this category with sales to major end users, distributors and consulting engineers, nationwide.



AUSTRALIAN  
MADE

**SEELEY**  
INTERNATIONAL 

# Braemar<sup>®</sup>

**COMMERCIAL**



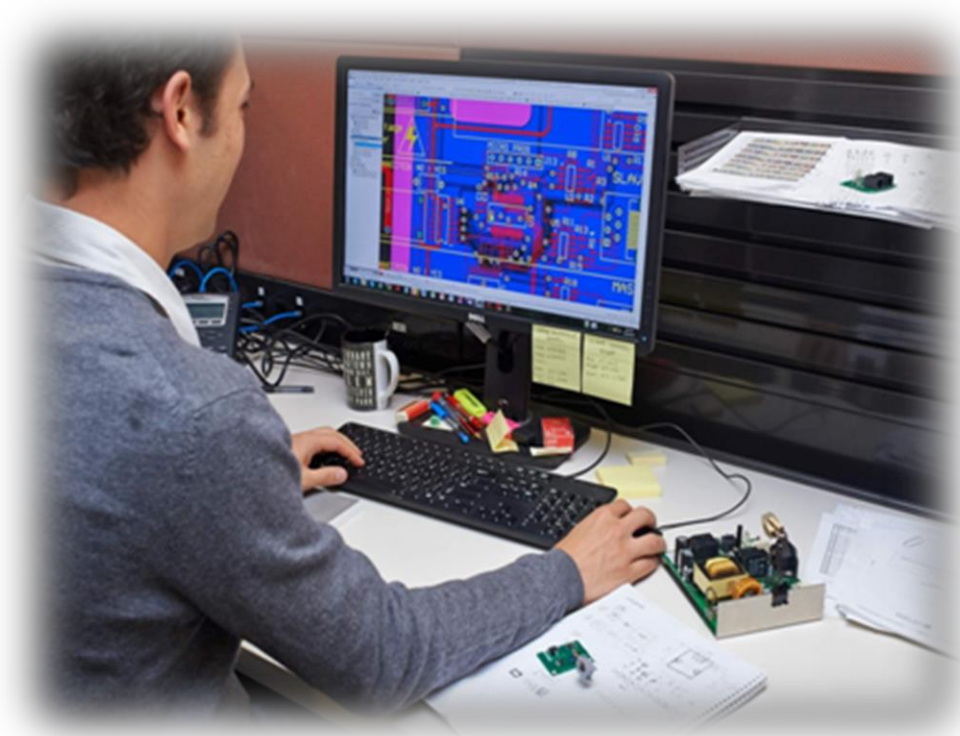
## We lead through Innovation – Many World Firsts

- All-plastic cooler
- Large plastic centrifugal fan
- Inverter drive evaporative cooler
- Hushpower motor
- WATERmiser – water management system
- Four zone Spectrolink Multizone
- High-performance indirect evaporative air conditioner, Climate Wizard
- Non-condensing five star ducted gas heating range
- Six star ducted gas heating range
- “*Super-six*” star ducted gas heating range
- The only 7 Star heater!
- Worlds first high performance inverter evaporative cooler with axial fan (Superstealth)



# Innovation - Imagineering

A dedicated engineering department specifically working on revolutionary, “over-the-horizon” product innovations.



# State-of-the-Art Testing Facility

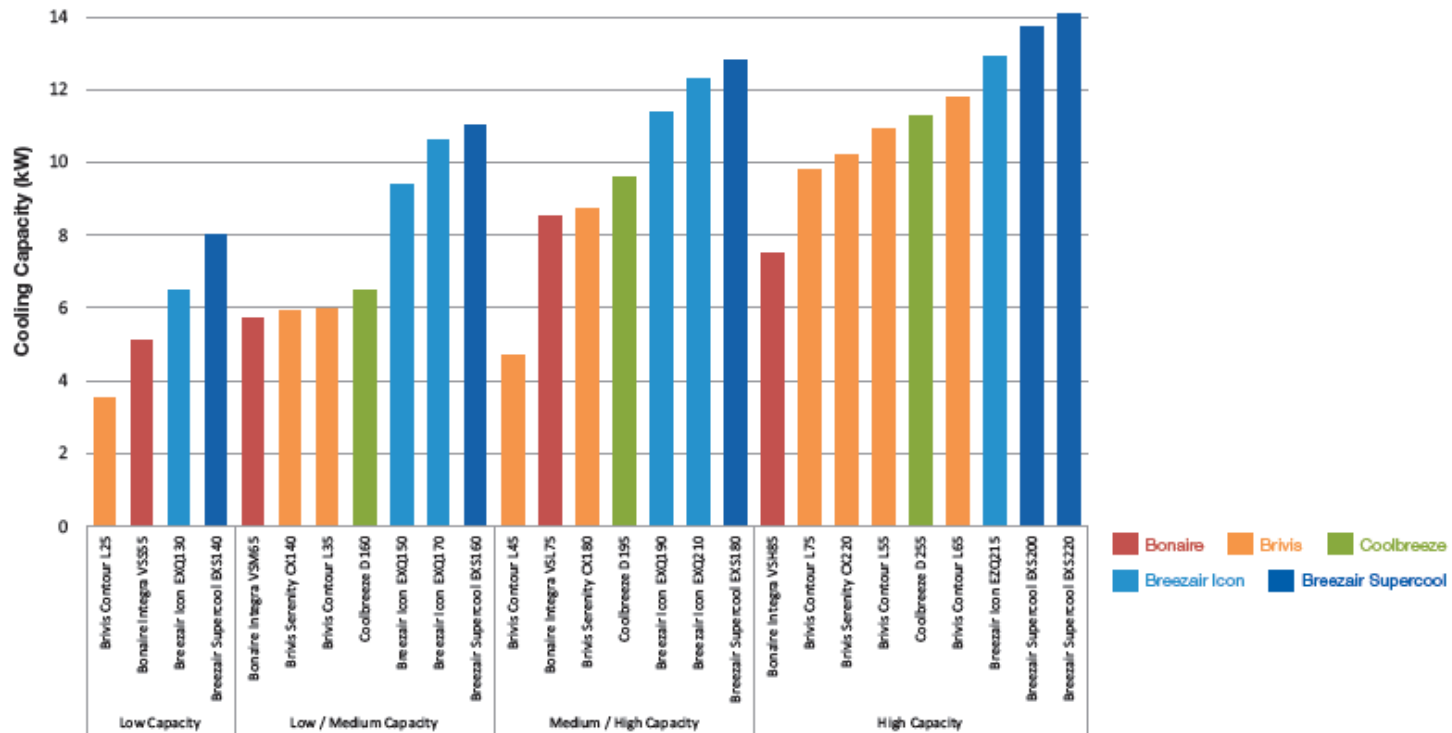


# State-of-the-Art Testing Facility

Evaporative air conditioning comparisons:

- Breezair performs at least 20% better than our competitors in every category.

Meridian Laboratory Tested Cooling Capacity (kW)



# World Leading Logistics

- Strong focus on supply chain management providing flexibility and responsiveness to meet fluctuations in market demand
- International logistics
  - Adelaide to International markets
  - OEM supply to Australian markets





# Specialist Dealers

The most effective and respected fixed air conditioning sales network in Australia

More than 300 air conditioning dealerships and specialist retailers.





# LATEST AWARDS

## **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**

7 star equivalent\* ducted gas heater

## **BRW Most Innovative Companies List 2015**

Top 50 Most Innovative Companies

## **Business SA Export Awards 2015**

Finalist

## **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*



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