Innovative approach sees Seeley International win big at 2017 Albury Wodonga Business Awards

Seeley International emerged a standout success story at the prestigious 2017 Albury Wodonga Business Awards, after it was announced a winner of the Excellence in Innovation and Most Outstanding Medium/Large business categories at a gala event on Friday, 14th July.

Seeley International was victorious in the Excellence in Innovation category thanks to its revolutionary Braemar 7 star equivalent ducted gas heater (DGH), which is manufactured at its Albury-based factory.

Seeley International Executive Chairman, Mr Frank Seeley AM FAICD, said the Braemar 7 star equivalent DGH represents a major breakthrough for the industry, thanks to its ability to significantly reduce energy usage and the impact on the environment as a result of clever design and engineering, including a revolutionary inverter motor.

“Not only does it continue to be the highest star rating and the most efficient conventional ducted gas heater in the world, it has shifted the paradigm of the star rating system in Australia – challenging the current rating system that only offers a maximum of six stars,” Mr Seeley said.

“Seeley International’s strong focus on research and development sees five percent of our revenue annually re-invested into research and development. This coupled with our outstanding engineering team at our Albury factory has enabled us to overcome a number of challenges in developing this revolutionary market-leading product through many months of design, testing re-design and re-testing,” added Mr Seeley.

“That perseverance and dedication to excellence has been recognised through this award of Excellence in Innovation, and underpins Seeley International’s acknowledgement that our people are by far our greatest asset. Our most significant innovations have resulted from encouraging creative minds to challenge conventional wisdom in an environment where everyone feels comfortable to share their ideas and contribute.”

Adding to the night’s celebrations, Seeley International was also announced as winner of the Most Outstanding Medium/Large business category in recognition of its industry reputation as a market leader.

“As an Australian manufacturer, Seeley International continues to go from strength to strength, while many others are closing doors or downsizing, and our plans to become a billion-dollar company in the years ahead has already achieved an increased Australian market share and achieved expansion overseas, with 31% growth achieved across the company in the past two years,” he said.

“Seeley International is bucking the trend and is starting to ramp up employment growth at our Albury manufacturing plant which is expected to grow over the coming months,” added Mr Seeley.

The Albury Wodonga Business Awards gala dinner event involved presentation of trophies to winners in 15 categories from 94 entries and 71 finalists. More about the Albury Wodonga Business Awards can be found at http://chamberbusinessawards.com.au/

About Seeley International

Seeley International is Australia’s largest air conditioning manufacturer and is market leader in the design and manufacture of ducted and portable heating and cooling products for the domestic, commercial and industrial markets in Australia.

Renowned for its innovation, Seeley International’s brands include Breezair, Braemar, Climate Wizard, Convair, Coolair, Braemar, AIRA and Coolerado. Based in Adelaide’s south - and with factories in Adelaide (evaporative coolers) and Albury (gas heaters, refrigerated and commercial cooling) - the company was founded in 1972 by Frank Seeley AM, who remains Executive Chairman.

Unlike many of its competitors, Seeley International continues to design and manufacture most of the components for its Australian made products, which it exports to more than 120 countries around the world. More information about Seeley International and its products can be found at www.seeleyinternational.com

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