



Seeley International delivers on 'Mission Impossible' with launch of Braemar 7 star gas heater

Industry welcomes world's first 7 star super energy-efficient ducted gas heater

There were plenty of industry sceptics that claimed it couldn't be done, but Seeley International has made manufacturing history by developing the world's first 7 star super energy-efficient ducted gas heater – the Braemar 7 Star.

Showcasing this breakthrough technology to the Seeley International dealer network and a host of VIP guests at a gala premiere at the Melbourne Star on 5th March, Seeley International founder and Executive Chairman, Mr Frank Seeley AM, described the Braemar 7 Star ducted gas heater as being 'without an industry peer'.

"This Braemar ducted gas heater is now able to deliver the cheapest whole of home heating in Australia, saving consumers \$438 per year in running costs compared to electric reverse cycle ducted air conditioning*. This is a superb testament to Seeley International's commitment to ever-continuing research, development and innovation, which allows us to keep pushing the boundaries and remain the pace setter for the global industry," Mr Seeley said.

"In 2012 we launched the world's first 6-star ducted gas heating range, in 2013 we unveiled the Braemar "Super-Six" ducted gas heater as the most energy-efficient in the world, and now the Braemar 7 Star raises the bar even further by offering a level of energy efficient performance that will redefine the paradigm for the ratings system currently in use across Australia," he said.

"When people invest in our products they are buying the best on the market, knowing they are Australian-designed and manufactured, using premium grade materials and are supported by Australia's first comprehensive 7-year warranty."

AGA Managing Director and Chief Executive, Mr Chris Wealthy, said the Braemar 7 Star would likely prompt a review and update of the star rating system used across Australia for gas heating products.

"Star ratings have been developed to provide consumers with an easy way of comparing the energy efficiency of different models, and we now have a product that exceeds the rating system based on an assumption some 15 years ago that no manufacturer was ever likely to exceed those standards," Mr Wealthy said.

"One of the biggest domestic energy consumables is home heating, so a growing number of savvy consumers are wanting to invest in products that offer energy-efficient ways to heat the entire home so that a family can live in comfort in an environmentally-friendly way," he said.

"Because central heater units are normally in the ceiling space or on the 'blind' side of a home, they are not an appliance that we interact with in the same way as we would a gas cooker for example – so built-in safety features are critical to achieve peace of mind that it will continue to do the job day in and day out," Mr Wealthy said.

Seeley International also launched its new Braemar Supernova Series at the gala event, which ensures it again offers the highest star rating products in every category. It also unveiled Australia's first and only true inverter integrated cooler product – which allows refrigerated cooling to be connected to a gas heating system – offering consumers the comfort and convenience of heating and cooling through the same ducted system.

The new Braemar 7 Star is available in a 26.6kW capacity with natural gas and is suitable for internal installations. Its line-up of quality features include the recently-released MagIQtouch® touch screen controller, optional zoning for up to four areas, Australia's first and only inverter motor for ducted gas heating and on/off programmable settings. It also has a 7- year comprehensive warranty and a 10-year heat exchanger and burner warranty period.

The Braemar range, which has kept Australian families warm for more than 50 years, is manufactured by Seeley International at its factory in Albury, New South Wales.

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, Coolair, Convair and Climate Wizard. 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

*Based on a Braemar 7 star ducted gas heater, calculations from Sustainability Victoria's website:

<http://www.sustainability.vic.gov.au/services-and-advice/households/energy-efficiency/toolbox/how-to/choose-an-energy-efficient-heater>, and a heated area of 250m².

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