



## Seeley International unveils next generation Braemar Superstealth Evaporative Cooler

If the old adage that 'silence is golden' rings true, then Seeley International unveiled an incredibly innovative, energy efficient, and whisper-quiet goldmine at the launch of its next-generation Braemar and Breezair evaporative air conditioners in Melbourne overnight.

Seeley International founder and Executive Chairman, Mr Frank Seeley AM, unveiled the Braemar Superstealth® series, the latest addition to its award-winning arsenal of evaporative cooling products.

"This high efficiency axial inverter technology offers the quietest cooling in the Braemar range, and does so using far less energy than a standard fan and motor – meaning that fan power is UP, noise is DOWN, cooling is UP and running costs are DOWN," Mr Seeley said.

"Last week, Seeley International showcased the world's first range of high performance inverter axial coolers - its 'INVERTAIR™' series - and we are delighted to have been able to incorporate that breakthrough technology into our new Braemar Superstealth series," he said.

"Braemar has been the product of choice of Australian families for more than 50 years, and this latest leading-edge technology – which uses far less energy per kilowatt of cooling than previous axial units - will further strengthen the brand's reputation as the most tried, trusted and altogether innovative choice available in both Australian and International markets."

Seeley International also used the event – attended by many of its national dealership team and key industry representatives - to introduce a number of exciting new functions across its Breezair range – including breakthrough automated pad rinse technology and a seasonal maintenance alert capability.

"Remaining the market leader in evaporative cooling, and being the most awarded evaporative air conditioning manufacturer in Australia for more than 40 years, comes from our unwavering commitment to developing over-the-horizon technologies today," Mr Seeley said.

"It is important to have a regular maintenance regime in place to ensure years of trouble-free operation, and this fully automated self-cleaning technology is a world first, that activates an automated pad and tank rinsing cycle, based on how much a cooler has actually been used," he said.

"Not only does this ensure that the cooling unit remains clean and fresh, it also reduces the need for maintenance, and through the MagIQtouch controller, it also provides reminders as to when it requires service, so that customers can "set-and-forget", and still be assured of peak performance, season after season."

Seeley International also took the wraps off its latest national summer campaign for the Breezair evaporative air conditioning range, which features a mix of television and digital advertising elements as well as point of sale materials and a dedicated website landing page. In addition, the Braemar refrigerated split system range will now be promoted using digital and online tactics.

The great news for customers continued, with a \$200 special cash back\* promotion offered throughout October on all Breezair and Braemar fixed evaporative air conditioning models. \*Terms and conditions apply

To view the latest Seeley International TV advertising campaign visit its YouTube channel at

[https://www.youtube.com/channel/UC9nbxG\\_olb\\_bBB24CVrwFKA](https://www.youtube.com/channel/UC9nbxG_olb_bBB24CVrwFKA)

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 Tudor Romeo 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](http://www.seeleyinternational.com)

### Contacts

Adam Thomson

0430 420 120

mailto: [adam@leveragepr.com.au](mailto:adam@leveragepr.com.au)