



.....
Braemar evaporative cooling
So clever, so quiet, so cool
.....

Braemar[®]
HEATING COOLING



SEELEY 
INTERNATIONAL

Contents

3	About Braemar	11	Braemar advantages
3	Some of Seeley International's awards	13	Whole of home cooling
5	Comfort for the whole family	15	A great range
6	Enjoy outdoor living	16	Braemar benefits
7	Why evaporative air conditioning?	18	Which model do I need?
8	Better for the environment	19	Specifications
9	Braemar saves you money		



About Braemar

Braemar evaporative air conditioners are brought to you by Seeley International, Australia's leading evaporative air conditioning and gas heating manufacturer. For over 50 years Braemar has been providing Australian families with superb high-performance heating and cooling products and has cemented its reputation as a trusted and innovative Australian company, especially so, since becoming part of the Seeley International group.

For outstanding quality, proven reliability and superior comfort that has stood the test of time, you can trust Braemar along with all of Seeley International's award winning brands.

Some of Seeley International's awards...

Ernst & Young Champion of Entrepreneurship, SA/NT
Frank Seeley AM FAICD

BRW Most Innovative Companies List
Number 23
Seeley International

QLD Gas Awards
Winner: Environmentally Sustainable Product Category
Braemar world's first six star ducted gas heating range

QLD Gas Awards
Winner: Innovation Category
Braemar world's first five star non-condensing ducted gas heating range

Melbourne Design Awards – Product Design
Housing & Building Awards
Braemar six star ducted gas heating range

Induction into the Family Business Australia Hall of Fame
Seeley International

Manufacturers' Monthly 2012 Endeavour Awards
Winner: Australian Consumer/Trade Product of the Year Award
Braemar six star ducted gas heating range

Australian Design Awards
Winner: Housing and Building Design Award™ Good Design Award
Braemar world's first five star non-condensing ducted gas heating range
Braemar world's first six star ducted gas heating range

Australian Export Heroes Awards
Winner (one of 7 recipients)
Frank Seeley AM FAICD

Advantage SA
Winner: South Australian of The Year Award
Frank Seeley AM FAICD

AIRAH Awards
Winner: Award for Excellence in Innovation
Climate Wizard

Business SA Export Awards
Winner: Large Advanced Manufacturer SA

Australian Design Awards
Winner: Housing and Building Design Award™
Climate Wizard

Manufacturers' Monthly 2011 Endeavour Awards
Winner: Australian Consumer/Trade Product of the Year Award
Climate Wizard

Manufacturers' Monthly 2011 Endeavour Awards
Finalist: Australian Industrial Product of the Year Award
Climate Wizard

NSW GAS Awards for Excellence
Winner: Industry Category – Environmentally Sustainable Product
Braemar ducted gas heating range





*“The Braemar we installed is as quiet and efficient as promised! Wonderful!!!!”
Debbie-Marie, VIC*

Comfort for the whole family

Built for the harshest Australian summer, Braemar evaporative air conditioning is a proven performer that won't let you down. For over 50 years Braemar has earned its reputation as the robust and reliable Australian made brand, by manufacturing world class evaporative air conditioning and ducted gas heating systems. Renowned for

its “whisper-quiet” operation and engineering excellence, Braemar evaporative air conditioning has stood the test of time and will deliver fresh, natural and healthy super-cooling, year after year after year, so you can get on and enjoy summer.

You won't be disappointed, Braemar is...

...so clever, so quiet, so cool

-  Fresh, healthy air
-  High energy efficiency
-  Low running costs
-  Whisper quiet cooling
-  Better for the environment
-  Whole of home cooling
-  So easy to use
-  Trusted Australian company
-  Built to outlast
-  Superb engineering



Customer testimonial

"Braemar is the best purchase we made this summer! Love our cooler, it's even more effective than we expected; also cheaper and quieter. It has given us and our young children many good night's sleep"

- Jenni, VIC

For more testimonials, visit www.braemar.com.au



Enjoy outdoor living

Summer is best enjoyed outdoors, but some air conditioning systems require you to shut all windows and doors and stay indoors to keep cool. With Braemar evaporative air conditioning you can enjoy indoor and outdoor living because evaporative cooling works best with the windows and doors

open. This means kids can run inside and out all day without having to worry about closing doors ... and you can relax outside with a cool breeze streaming out through open windows and doors. Braemar gives you the best of both worlds – indoor and outdoor comfort.

Why evaporative air conditioning?

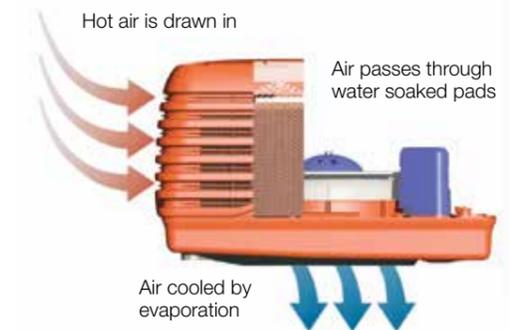
How evaporative cooling works

Ever wondered why you feel cooler by the ocean. You feel cooler because as hot air blows across the water, it causes some of the water to evaporate and absorb the heat. The air is cooled by this evaporation process and so becomes a “sea” breeze.

A Braemar evaporative air conditioner works the same way.

Hot air enters the cooling unit on your roof where it is filtered and cooled as it passes through specially designed moistened Chillcel® pads. A fan then blows this beautifully cooled air throughout your home.

Hot air in the house is forced out through open windows and doors providing your entire home with a complete change of air every few minutes.



Benefits of evaporative cooling:

- Delivers 100% fresh air
- Windows and doors can be left open
- Greatly reduces costs of staying cool
- Lower purchase and installation costs
- Guarantees fresh, natural, healthy “lifestyle” cooling
- Allergy free, asthma-safe environment*
- Replaces all of the air every few minutes
- Ensures full ventilation
 - drives out odours and stale air
- Never dries out the eyes and skin
- Helps keep insects and dust outside

A healthier choice

Evaporative cooling is a totally natural process filling your home with 100% fresh air – there couldn't be a healthier choice. Unlike refrigerated systems that can circulate stale recycled air, Braemar's Chillcel pads filter and clean the air which is not only great for general health and well being, but it is the ideal choice for allergy and asthmatic sufferers.*

By pumping fresh, cool air into your house and pushing hot, stale air out, Braemar evaporative cooling also operates as a ventilation system. Kitchen odours or stale air can be quickly and easily expelled from the home by turning the unit on or operating it in fan only mode.

*Always consult your medical practitioner for information regarding your specific condition.

Better for the environment

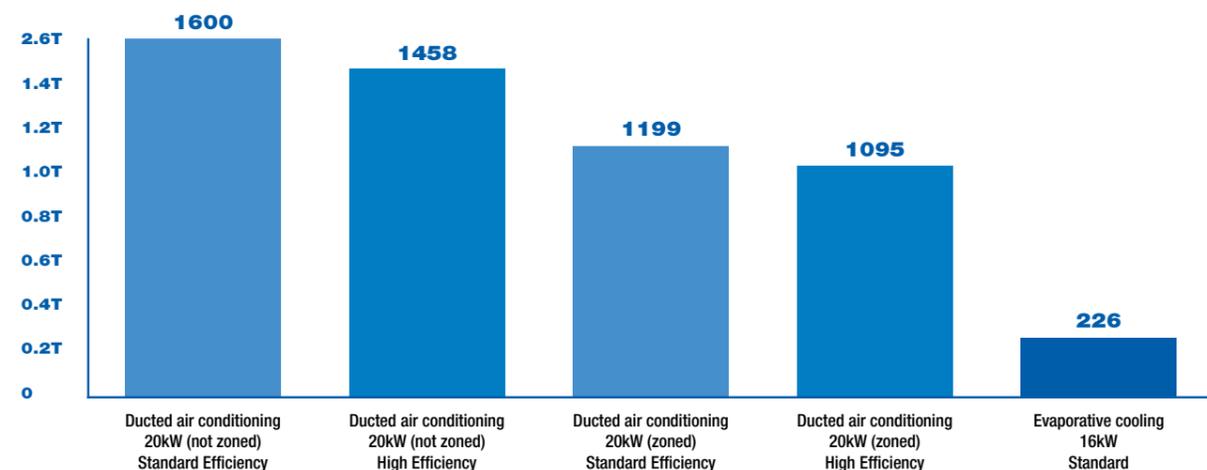
The right choice for the environment

Evaporative coolers consume only a small proportion of the energy consumed by ducted refrigerated systems. By choosing energy-efficient appliances that consume less power, you can help the environment by reducing the amount of greenhouse gases generated by power stations. Evaporative coolers contain no harmful refrigerants. Many of the gases used in refrigerated air conditioners are synthetic gases like hydrofluorocarbons and some are also ozone depleting. Braemar produces less than one seventh of the volume of CO₂ of a standard ducted air conditioner.*

Water use

Braemar has advanced water saving technology designed to eliminate water waste. WATERmanager™ continuously monitors water quality electronically, replacing it only when mineral deposits exceed acceptable levels. The result is that Braemar air conditioners use the minimum amount of water resource to provide maximum cooling effect. Water is only discharged from the cooler when it reaches 2400 p.p.m. salinity. At this level it is suitable for many garden plants, including most lawns. Check with your nursery or council to confirm suitability for garden watering.

CO₂ Emissions for Whole of Home Air Conditioning (kg/yr)*



*CO₂ emissions based on 1.17 kg CO₂ e/kWhr electricity purchased from grid for Victoria.
Source: National Greenhouse and Energy Reporting (Measurement) Determination 2008 - with amendments (schedule 1, part 6).

Braemar saves you money

Energy efficiency

With soaring power prices, purchasing energy efficient products is becoming a key concern for all Australians. Choosing an energy efficient cooling system is no different. Fortunately your decision is made easy because evaporative air conditioning is, without doubt, the most energy and cost efficient way to cool your whole home.

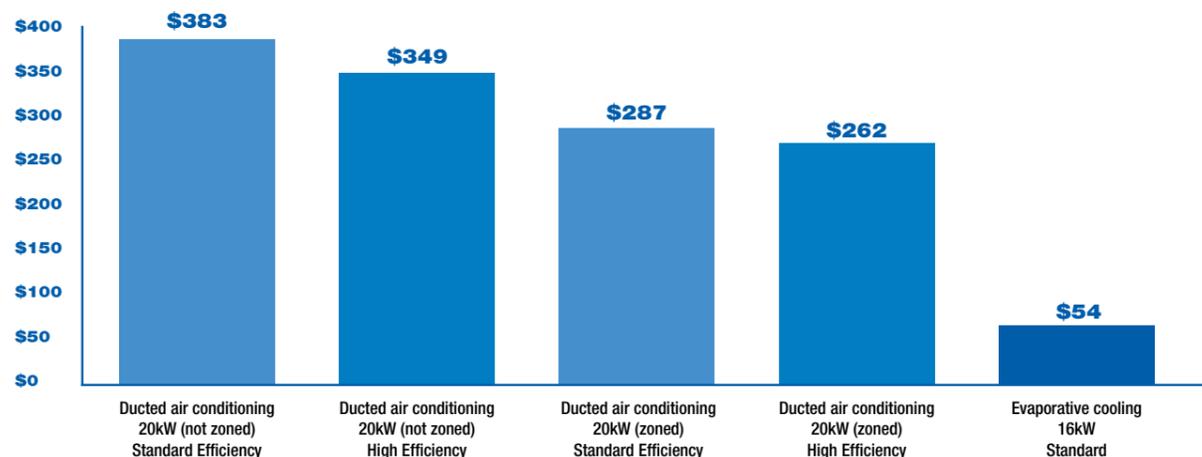
The running of heating and cooling equipment accounts for around 38% of energy use in the average Australian home**, so choosing an energy efficient system can make a significant difference to your household energy consumption.

Evaporative cooling uses up to 85 percent less electricity than comparable refrigerated units.† By choosing Braemar you are making the right choice to reduce energy consumption in your home.

Low running costs

Braemar's highly efficient system consumes less power than refrigerated units which means it will cost you less to run. Unlike refrigerated systems, a Braemar evaporative system won't send your electricity bill skyrocketing every time you turn it on. Braemar evaporative systems also cost much less to install than most other ducted systems.

Running Costs for Whole of Home Air Conditioning⁺



**Source: Australia's guide to environmentally sustainable homes, 'heating and cooling' technical manual. www.yourhome.gov.au, 2010.

⁺ Based on a 166m² home. Approximate cost per annum, based on 300 hours usage and a 60% duty cycle for air conditioners. Based on electricity tariff of 28c/kWh. Note – evaporative coolers will also use water. Source: Sustainability Victoria, 'Cooling Running Costs', www.sustainability.vic.gov.au, 2013.

“We are very happy with our evaporative cooling system. It made a big difference to what has been a long, hot summer. It was a very easy process and we would definitely recommend to others.”

Cath, VIC



Braemar advantages

So Clever

Braemar's incredibly smart automatic drain valve and its AUTOWinterseal™ features, together reduce the need for seasonal maintenance*. There is no need to manually drain the unit or put a cover over it at the end of the summer. Braemar automatically empties its reservoir, leaving it clean and dry and closes off the air conditioning ducts to prevent cold draughts and heat loss in winter. Braemar was the first evaporative cooler to integrate the water distribution system into the design of the cabinet. The result is a robust free flow distributor that not only reduces the number of moving parts in the cooler, but also ensures an even and reliable water coverage of the Chillcel pads. The Braemar water distribution system won't block the flow of water to the pads and can't move out of place over time. That's clever!

So Quiet

Braemar is renowned for its whisper quiet operation. The secret is Braemar's state of the art, Stealth® fan that ensures a constant, even flow of air through the Chillcel pads. Braemar's experience of manufacturing over more than 50 years, coupled with its dedicated research and development team has delivered a truly unique fan system. The result is arguably the quietest axial air cooler available in the world. To ensure whisper quiet operation, a series of finely tuned blades located in the fan housing assist by straightening the air flow as it leaves the cooler. The advanced aerodynamic design uses only a small amount of energy to produce a cool, constant, quiet, welcoming breeze.

So Cool

When it comes to delivering powerful cooling performance during the harshest Australian summer, Braemar has no peer. Every part of the Braemar cooler is designed to deliver maximum cooling performance with minimum energy and water consumption. With decades of air conditioning experience, superior design and advanced technology, Braemar coolers will deliver wonderfully cool comfort even during the hottest heatwaves.

*Seasonal maintenance is the time consuming routine required by some other units. Ask your dealer for a complete rundown. Seasonal maintenance does not replace regular maintenance of the unit as required for peak performance.



Whole of home cooling

Braemar's evaporative coolers offer many advantages. One of the most impressive is that they cool entire homes without zoning. During a heat wave, you're not confined only to parts of your home as you may be with some refrigerated systems.

With Braemar, it's cool in every room of the house, day and night. Family life just carries on as normal, no matter how hot it gets outside. Everyone can play by day and sleep at night in cool comfort.

Ease of use

The Braemar Paradigm Series wall controller puts climate control at your fingertips. It's so easy to use. You set the comfort level you want on the controller and the Braemar unit does the rest.

You can choose from four different control modes to cool your entire home the way you want.

- **Auto:** In Auto mode, the system monitors room temperature and automatically increases or decreases fan speed to maintain your selected cooling level.
- **Manual:** This mode allows you to determine the fan speed you want. Increase it for greater cooling and turn it down as the day declines.
- **Timer:** Use this mode to program the system to switch on or off at any time over a 24 hour period.
- **Fan:** Fan mode allows you to use the system as a ventilator. When a cool change arrives, turn on the fan only and pump Mother Nature's cool change through your home

Braemar brings comfort to your whole home... not just one or two rooms.



“ We have been very satisfied with Braemar and don't know if we could go back to the old days of no air conditioning. The energy efficiency of the cooler is also a top priority for us. ”

Donna, VIC



A great range



Australian made

For over 50 years Braemar has manufactured quality evaporative cooling units and gas heating systems and is wholly owned by Seeley International. Our products are exclusively designed and built in Australia, especially for Australian conditions.

So, when it comes to performance, reliability, quality and safety, you know you are dealing with the market-leading specialist.

Trusted Australian company

- Proudly Australian made
- 100% Australian owned
- Leading household brand for more than 50 years

Looks good - built tough

Braemar is clean, simple and modern. These cooling products have been designed to blend into your roofscape.

Injection moulded from specially developed Permatuf® polymer, your Braemar won't rust, is UV resistant and will stand up to the harshest extremes of climate, year after year. Choose from four designer colours, specially created to suit heritage and modern homes alike.

- Quality
- Reliability
- Longevity

Add value to your home

An evaporative air conditioning system can cool your home more efficiently than any other system. However, a Braemar evaporative system can also add considerable value to your home for the simple reason that the name Braemar has long been synonymous with quality. The kind of quality that will serve you well for many years to come. And if you ever decide to sell, its high class durability will make selling your home all that much easier.

Four classic colours



Heritage Green



Terracotta



Beige



Slate Grey

Braemar has an incredible list of benefits... built right into every one of our air conditioning systems



Tornado® pump

Braemar's custom designed Tornado water pump provides exceptional reliability in the most extreme conditions.



Stealth® fan

Braemar's state of the art, Stealth fan is super quiet in operation and ensures a constant, even whisper of air through the Chillcel pads. The advanced aerodynamic design uses only a small amount of energy to produce a constant, cool, quiet, welcoming breeze.



Chillcel® pads

Made from a special cellulose material, these long-life pads were independently tested to help establish maximum saturation levels and therefore, maximum cooling efficiency. The pads are essentially self-cleaning. Dust and pollen is captured on the pads and washed away into the sump below by the flow of water.



Free flow water distributor

A world patented water distribution system delivers continuous, even water coverage to the Chillcel pads, ensuring maximum cooling effect continues throughout the long, hot, summer days and nights.



AutoWinterseal™

This Braemar feature makes life so much easier. Whenever the system is not in use, the AUTOWinterseal automatically closes off the air conditioning ducts. This prevents dust and unpleasant odours from entering the house, while preventing cold draughts and heat loss in winter.



Automatic drain valve

Your Braemar system doesn't require seasonal maintenance* at the beginning and end of each season because your unit is fitted with an automatic drain valve. This specially programmed valve keeps your cooling system clean and operating at maximum efficiency, while using the minimum amount of water. When your system is not in use, the valve automatically empties the reservoir, leaving it clean and dry.

*Seasonal maintenance is the time consuming routine required by some other units. Ask your dealer for a complete run down. Seasonal maintenance does not replace regular maintenance of the unit as required for peak performance.



Totally enclosed Tropic proof motor

The Braemar air conditioner is second-to-none in design and manufacture. As the heart of the unit, the totally enclosed tropic proof motor has been put through rigorous performance tests to ensure longer term performance and incredible reliability. Being variable speed, the motor gives you maximum control over your family's comfort level at all times.



WaterManager™ system

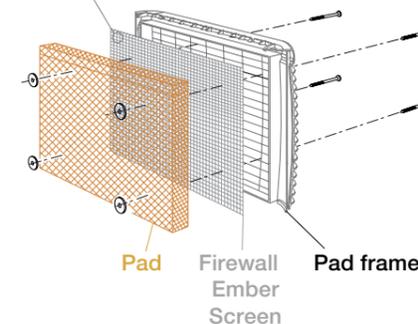
This unique feature keeps the system clean and ensures you save precious water by minimising water loss through dumping. This is achieved by constantly measuring the salinity of water in the tank and dumping it only when necessary, to ensure clean and efficient operation. This means you will not waste water like other evaporative systems, and you can save over 9,000 litres compared to a basic bleed system. This will save you lots of money as well as water.

Optional extras:



Firewall Auto-seal

- Helps prevent ember attack in bushfires
- Metal flap that isolates the cooler from the duct work
- When fitted, the Braemar unit complies with
 - Bushfire Attack Level rating BAL-LOW through to BAL-29 (AS3959)
 - The Building Code of Australia



Firewall ember screen

- Helps guard against ember attack in bushfires
- Made from non-combustible mesh
- Maximum aperture of 2mm
- Can be fitted to existing cooler pad frames
- Minimal reduction of air flow of 5%

Which model do I need?



Your Braemar dealer is the expert...
they'll help you choose a system that's exactly right for you.

Your accredited Braemar dealer is well qualified to help you select the correct Braemar evaporative air conditioner for your home.

CompuComfort® sizing system

For a smarter design CompuComfort® is another brilliant example of Seeley International innovation.

Exclusive to your Seeley International dealer, the intelligent CompuComfort® design program uses a unique web application to accurately profile your home's key architectural aspects. CompuComfort® considers a variety of factors such as solar and thermal gains, insulation values; in so doing it ensures the optimum system is specified for your unique requirements.

Warranty

Every single Braemar unit is made from premium grade materials and its components fully tested before and after assembly. It is also supported by a comprehensive factory-backed warranty.

While our engineering and quality control procedures are so good that we don't think you'll ever need to use it, our warranty is there for your protection... and ongoing peace of mind.

The Braemar Paradigm Series is backed by a 5 year general warranty. There is also a 10 year structural warranty and a 25 year Permatuf Cabinet warranty.

5 YEAR
GENERAL WARRANTY

10 YEAR
STRUCTURAL WARRANTY

25 YEAR
PERMATUF CABINET WARRANTY

Specifications

Braemar paradigm series specifications

Model	Dimensions			Weight	Nominal motor power	Claimed kW of cooling	Actual kW of cooling
	Length	Width	Height				
	mm	mm	mm	kg	W	kW	kW
LCB 250	1150	1150	686	78	340	8.5	8.5
LCB 350	1150	1150	686	79	430	9.0	9.0
LCB 450	1150	1150	636	87	600	14.0	14.0
LCB 550	1150	1150	636	89	950	14.7	14.7

The above data was drawn from Meridian Laboratories 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.



Seeley International

Seeley International is Australia's largest air conditioning and ducted gas heating manufacturer and a global leader in developing ingenious, energy-efficient cooling and heating products.

Our vision is 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.

But it's more than just a vision... it's a way of life!

A commitment to innovation and excellence is at the heart of all that we do. Our success in delivering on that commitment has been recognised by our many awards and our expanding global presence. Seeley International now exports to well over 120 countries. Not bad for a company that started out in 1972 in the garage of its founder and Executive Chairman, Frank Seeley AM FAICD, who was named South Australian of the Year for 2011!



*Haier air conditioning products are proudly distributed by Seeley International throughout Australia.

Seeley International Pty Ltd

ABN 23 054 687 035

112 O'Sullivan Beach Road
Lonsdale, South Australia 5160

Phone (08) 8328 3850

Fax (08) 8328 3951

Email marketing@seeleyinternational.com

Web seeleyinternational.com

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

E & OE. Cat No. M378 REV A (1113)



1300 360 815
braemar.com.au