



# World Leading Climate Control Solutions



# Australian designed, made & owned

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. Its long track record demonstrates the expertise, infrastructure and resources to seamlessly deliver HVAC solutions around the world.

## From humble beginnings in 1972

Founded in 1972, by Frank Seeley AM, Seeley International has experienced more than 50 years of success and grown to become a global leader in the HVAC manufacturing industry.

Today, more than 80,000 products and 1,500,000 components are manufactured in Australia every year, and sold through more than 300 independent dealerships in Australia and an extensive network of distributors and retailers across Europe, Asia, the Middle East, Africa, South America and the USA.

Having its global headquarters in Australia, over 500 employees and 3 manufacturing facilities, Seeley International exports to more than 100 countries around the world through its global distributor network. Together with sales offices in the USA, France, Italy, Mexico and South Africa, the company has delivered millions of installations around the globe.

Seeley International's 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.



## Key milestones

- Over 50 years - operating since 1972
- Head office in Lonsdale, South Australia
- Manufacturing operations in Lonsdale (South Australia), Albury (New South Wales) and Denver (Colorado)
- More than 500 staff around the world
- Sales offices in each Australian mainland state capital city, the USA, Italy, France, Mexico and South Africa
- More than 300 patents
- Exports to more than 100 countries
- Family-owned business
- Seeley International is a certified quality endorsed company

## Global presence

Seeley International has more than 300 independent dealerships and specialist retailers in Australia and an extensive network of distributors and retailers across Europe, Asia, Africa, South America and the USA.



# Board members



Frank Seeley AM,  
DUUniv Fliin, FAICD  
*Founder and  
Executive Chairman*



Kathy Seeley  
*Director*



Jon Seeley  
*Group Managing  
Director*



Kevin Scarce  
AC, CSC, RAN (RTD)  
*(non-executive)  
Deputy Chairman*



Marc Makrid  
*(non-executive)  
Director*



Ryan Klose  
*(non-executive)  
Director*



Howard Coombs  
*Executive Director  
Finance and  
Strategy*

## Award winning company

Over its 50 year history, the company has consistently won many awards for its extensive array of products.

Some of the most recent awards include:

### 2021

#### The Energy Awards (UK) 2021

Building Technology (HVAC, Systems and Lighting)  
Winner: Climate Wizard CW3

#### H&V News Awards (UK) 2021

Commercial HVAC Product of the Year - Cooling Technology  
Winner: Climate Wizard CW3

### 2020

#### Good Design Awards

Product Design: Hardware and Building category  
Gold Winner: Breezair Extraordinaire™

### 2019

#### The Energy Awards (UK) 2019

Energy Efficient Product of the Year  
Winner: Breezair TBSI 580

Distinguished Family Business of the Year Award  
National Distinguished Family Business of the Year Award  
Winner: Seeley International



# Continual investment in research & development

Investing more than \$5 million in research and development every year and employing more than 40 expert engineers working on revolutionary, “over-the-horizon” product innovations, the company continues to deliver extremely durable, reliable and innovative solutions that meet the customers’ every need.



## Relentless innovation

Having world first products and processes, over 300 patents, the company is continually bringing world first innovative products to market:

- The world’s first all-plastic evaporative cooler
- The world’s first large plastic centrifugal fan
- The world’s first inverter drive evaporative cooler
- The world’s first 7 star equivalent ducted gas heating range
- Exceeding the Australian standard for energy efficiency
- The world’s first touch screen controller for evaporative and ducted gas heating – MagIQtouch
- The world’s first and most advanced dual heating and cooling system for the home – Climate Wizard, with half the energy cost of reverse cycle refrigerated systems

# Next generation manufacturing capability

The company has no shortage of innovative ideas and advanced manufacturing improvements. Automated State-of-the-art robotic assembly machines and collaborative robots sharing workspaces with humans reflect the company's vision and commitment to staying ahead of the curve, meeting future market demands and delivering a total solution to all customers.

Manufacturing plants in Adelaide and Albury, Australia as well as Denver in the USA, Seeley International has the capacity to supply on scale and meet the extraordinary demands that arise in a global landscape.



## Premium quality and durability

It's no wonder Seeley International products represent the highest quality and durability that deliver an exceptional customer experience. In its state of the art R&D division, the company operates a world leading NATA Accredited Meridian Test Laboratory, thus ensuring all product performance claims meet or exceed every industry standard.

The company also puts existing and new product designs through an extensive research and testing program to ensure the highest quality and durability.



# Range of products

## Product Brands



Ducted evaporative air conditioning



Ducted evaporative air conditioning  
Ducted gas heating  
Reverse cycle air conditioning  
Gas wall furnaces and space heaters



Indirect evaporative air conditioning



Ducted evaporative air conditioning



Indirect evaporative air conditioning



Direct and indirect evaporative air conditioning  
Ducted gas heating  
Commercial gas space heating  
Energy recovery systems



Dual Cool® Patented Dual Evaporative pre-cooling products

## Residential and light commercial

- Evaporative air conditioning
- Indirect evaporative air conditioning
- Refrigerated air conditioning
- Gas heating



## Commercial

- Evaporative air conditioning
- Indirect evaporative air conditioning
- Refrigerated air conditioning
- Industrial gas heating
- Ventilation
- Pre-cooling
- Supplementary cooling
- Hybrid systems

# Supplying key customers around the world

Testament to its product range, applications, capability and support, Seeley International has provided all types of HVAC solutions to various customers including well known brands such as: Walmart, Target, Porsche, Ford and Toyota dealerships, Accolade Wines, McDonalds, Australian Submarine Corporation, Westfield.

The company also operates across a diverse range of industries including:

- Commercial / Industrial / Manufacturing
- Restaurants
- Retail Showrooms and Supermarkets
- Educational Facilities
- Food and Beverage Manufacturing
- Hotels, Casinos and Cinemas

- Leisure and Sporting Centres
- Plant Propagation / Greenhouses
- Printing Industry
- Telephone Exchange and Data Communications

From such a diverse range of customers, industries and experience the company has developed extensive capabilities in meeting the amplified demands from providing global air conditioning solutions.







# Largest evaporative air conditioning contract in the world

Seeley International has successfully completed the world's largest order for evaporative air conditioners, resulting in around 50,000 Australian-made Breezair air conditioners being installed in a permanent tent city in the Mina Valley, Saudi Arabia.

## Project requirements

- Lower inside temperatures than existing air conditioning units
- Lower running costs, electricity
- Reliability and durability on product and installation performance
- Improved comfort and wellbeing of pilgrims with fresh air instead of contaminated air recycling inside the tents
- Within very short project time frames for supply, installation and commissioning.

## Solution

The Breezair evaporative air conditioner was found to outperform more than 200 other air conditioning brands and delivered spectacular results against a comprehensive set of criteria that included energy-efficiency, reliability, performance and low environmental impact.

The three year tender evaluation process saw Breezair and other contenders tested on site over several months, in all conditions and seasons, including comparative tests done during a pilgrimage to assess performance under real-world conditions. The inbuilt safety mechanisms, economical use of water, ease of control and compact design were critical in Breezair being successfully selected.

The harsh summertime temperatures in the Mina Valley, which easily reach more than 45°C, were overcome by the capability of Breezair evaporative air conditioners, which kept people comfortable and provided them with fresh naturally cooled air.

The enhanced small cell design of the revolutionary mini cell structure is the culmination of years of development and rigorous testing, and achieves up to 25% more cooling capacity than the standard range.



## Installation

Being awarded this significant supply contract reflected the strength, innovation and durability of Breezair evaporative air conditioners. Also providing an opportunity for Seeley International to showcase its ability to deliver on large scale orders within a very short and specific time frame.

As part of a commitment by the Saudi Government and Ministry of Hajj to improve accommodation for pilgrims in the Mina Valley, a four year air conditioning replacement plan was established. Seeley International fast tracked production and installation so the project was well ahead of schedule and completed ahead of final deadlines.

Seeley International's investment in global leading research and development of innovative manufacturing techniques further strengthens its market leading reputation. Alsaeed HVAC, as the local Breezair distributor, provided a turnkey solution on time, within required specifications, and supervised the commissioning activity during the pilgrimage.

## Results

The issue of improved energy efficiency is of great importance, and the Saudi Government and Ministry of Hajj wanted to proactively achieve substantial energy savings. Achieving a 35% energy saving in the Mina Valley demonstrates advanced technology and a strong commitment to the environment.



# Global reach with logistical expertise

Supporting its manufacturing capacity and capability, Seeley International has warehousing and distribution facilities across the world supported by multi-million dollar logistics contracts. A strong focus on supply chain management provides flexibility and responsiveness to meet fluctuations in market demand throughout the world.



[seeleyinternational.com](http://seeleyinternational.com)



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

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