

# SA firm breezes into Mecca with cool \$50m aircon deal

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ONE of the hottest places on the planet, Mecca, filled with millions of Muslim pilgrims, will be cooled by the work of one Adelaide company.

The \$50 million project - the world's largest order for air conditioning to cool a sprawling tent city in Islam's holy hub

- was awarded to Lonsdalebased Seeley International.

It will support up to 100 local jobs.

The company, founded by Frank Seeley, is installing 50,000 evaporative units pumping cool relief into the tent city comprising more than 100,000 dwellings, on the eastern outskirts of Mecca in Saudi Arabia.

The raft of cooling, due to be completed in July, will greet a procession of millions of Muslims, many of whom will have walked for up to five days in 40-45C temperatures for the annual Hajj pilgrimage on August 19.

The giant order for Seeley's Breezair units came from the Saudi Government and Ministry of Hajj to improve conditions for the "Makkah Pilgrims" during their stay in the Mina Valley tent city.

It was a fascinating logistical exercise, said Mr Seeley, "against a comprehensive set of criteria that included energy efficiency, reliability, performance and low environmental impact".

After a three-year tender process, the local Breezair units were chosen from a field of about 200 brands.

Mr Seeley said he believed up to 90 other contenders from around the world were tested at the Mecca site, in all conditions.

The local evaporative system was chosen because it was energy efficient, it provided continual fresh air, and because "it will not dry out the skin, nose or eyes".

Its unique "mini-cell" cooling pad technology, has helped the Mina Valley city record a 35 per cent energy saving.