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### **Scott Brothers Ltd Launches New Scott Air Coolers Website**

(8<sup>th</sup> December 2008) - Scott Brothers Ltd., the specialist distributor of innovative portable cooling solutions, announces the launch of its new evaporative coolers website for Scott Air Coolers, accessible at [www.scott-air-cooling.co.uk](http://www.scott-air-cooling.co.uk). The new website is exclusively geared towards mobile evaporative coolers and is specifically designed to be useful to businesses in the hire trade market. The new website aims to be the single destination in order for customers in the hire and retail markets to make an informed, educated choice when purchasing mobile evaporative air coolers. It launches now in anticipation of a ramp up in demand in 2009 as weather improves in the UK.

Scott Brothers Ltd is a specialist supplier to the UK hire and retail markets of the highly successful Seeley Convair and Breezair range of mobile evaporative air coolers. Evaporative air coolers are the low cost, low energy, environmentally friendly alternative to fixed air conditioning. From its purpose-built base in Cheshire, Scott Brothers offers complete stock and parts support in addition to a technical helpline and training to trade and hire customers.

The new site contains comprehensive information on the range of evaporative coolers, providing access to a complete set of downloadable sales leaflets and exploded parts diagrams in PDF format which detail all individual parts and assembly instructions for each cooler, which is extremely useful for the hire trade market who need easy access to parts so they can maintain and keep machines out on hire.

With a colourful, stylish look, the new site covers all aspects of evaporative cooling, including clear information on which coolers are suitable for specific size areas, detailed cooler specifications and key features. In addition there are useful sections such as "FAQ" and the "News" section includes the latest company news, including recent press releases and articles available to download in PDF form.

The new web environment features enhanced navigability, accessibility and usability. All the "top-level" pages of the site, for example the "Homepage" and "News" sections are extremely easy to locate. Scott Brothers Ltd recognises that an attractive and easy-to-use website is essential if it is to maintain a competitive position. One of the most exciting new features is the "How it works" video. This function allows the visitor to watch exactly how evaporative air coolers operate.

Duncan Pratt-Thompson, Head of Sales at Scott Brothers Ltd comments "We are very excited about the new website and we hope to see a significant increase in online leads and conversions following the launch. The new site truly fits with the Scott Brothers brand and its distinctive collection of innovative products. The best purchases begin with the research process, and we want to make sure we meet our customers' needs with a user-friendly website that reflects customers' preferences and answers their questions. The new website provides customers with all the information they need to make an informed choice."

The range of Convair products for the hire and industrial markets includes the successful Commander and Mastercool products, which are suitable for rooms and offices from 20m<sup>2</sup> to 30m<sup>2</sup>. The recently launched new Breezair Mobile Evaporative Cooler EA120SVM increases the capacity range of Convair models enabling larger areas up to 120m<sup>2</sup> to be cooled effectively using portable equipment. Bioclimatic coolers provide a high cooling effect whilst utilising little energy and use no refrigerant chemicals, providing steady cooling in a safe, cost-effective and environmentally friendly way.

For further information on the range of coolers in the hire market please contact Scott Brothers on +44 (0)1477 539 500, alternatively e-mail [sales@scott-air-cooling.co.uk](mailto:sales@scott-air-cooling.co.uk) or visit [www.scott-air-cooling.co.uk](http://www.scott-air-cooling.co.uk)

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