

# The **Wood Window** Alliance

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## **WOOD WINDOW ALLIANCE ASA RULING RESPONSE**

The Advertising Standards Authority (ASA) has upheld a complaint that an advertisement published as part of the Wood Window Alliance's spring 2008 campaign which highlighted the climate change indicator ratings for wood, plastic and aluminum windows was misleading. This advertisement ('Wood A, Plastic D, Aluminium D (now wood comes top of the class for climate change too)') was intended to communicate that wood windows had scored top marks in the Climate Change Indicator (CCI) section of the BRE's Green Guide, which was published last June.

While the Wood Window Alliance (WWA) accepts the ASA ruling, it is disappointed by the decision because it rests on the ASA's conclusion that the ad copy was ambiguous. The ASA considered that the term 'climate change' could be misinterpreted to mean "overall environmental impact". The WWA disagrees and its view is that there should be no room for confusion or misunderstanding because the source reference for the ratings (CCI) was clearly stated in the ad copy and there was no suggestion that the ratings referred to overall environmental impact. The Climate Change Indicator is one of 13 rating categories used by BRE to assess overall environmental impact, although it is the most heavily weighted.

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Responding to the ruling Nick Quinn, WWA Campaign Chairman, said: “We believe that the Green Guide scoring systems and how they work are well understood by the trade audiences who would have seen these ads and who regularly use the Guide as an information source. We made it quite clear in the copy which category the scores referred to for this very reason. We are naturally disappointed that the ASA has upheld this single complaint which has come from our competitors. Of course, we do not agree with it, based on our belief that the message in the ad was factually correct and relevant to a well informed and knowledgeable audience, none of which made a complaint.”

He concluded “But whatever the ruling, the simple fact remains that wood windows are better for climate change than any other material according to the BRE Green Guide – an important reference for today’s increasingly environmentally aware specifiers and architects.”

The WWA was launched by the British Woodworking Federation (BWF) in September 2007. It marks the first time that so many companies have come together to create a powerful marketing campaign for wood windows in the UK, placing product quality, industry standards and sustainability at its heart.

The spring 2008 advertising campaign was only one part of a wide suite of materials produced by the WWA in 2008 to promote the durability, beauty and sustainability of 21<sup>st</sup> century timber windows which has been extremely effective. The Wood Window alliance is look forward to continuing success in 2009.

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