

# The **Wood Window** Alliance

**Issue Date: 13.07.09**

## **NEW WWA CHAIRMAN TAKES THE REINS**

The campaign which promotes wood windows as the most sustainable and attractive choice has appointed its new chairman for 2009/10. Sean Parnaby, managing director of West Port Timber Windows & Doors, will lead the Wood Window Alliance (WWA) in its second year of campaigning for the cause of wood as first choice for fenestration. He takes over the chair from Blair's marketing director Nick Quinn who led the campaign in its commissioning of the Life Cycle Assessment (LCA) research by David Langdon which showed that WWA standard windows are carbon negative.

With several years in the timber window industry and over 20 years experience in public sector development, Sean Parnaby is very well qualified for his new role. He says: "It's vital that we maintain the momentum of this campaign – with consistent messages and a tactical approach we will take every opportunity available to us to promote wood windows. And there is no doubt that our proactive and high profile stance helps encourage new members to join our campaign. I'm delighted to take the reins as we move into the second year of what has been a hard hitting campaign in terms of raising awareness of the many benefits and high quality standards of modern wood windows and addressing some of the myths that have dogged our industry."

The WWA is administered by the British Woodworking Federation (BWF) and run by the members themselves who guide strategy and agree all activities.

**- ends -**

more.../

**Notes to Editors:**

The WWA was launched in September 2007 and is a real breakthrough for the wood window industry in the UK. 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.

To earn the right to become a member, a manufacturer must make windows which:

- Meet the minimum standards set out in BS 644, the main British Standard for wood windows, or equivalent standards from other countries
- Meet the performance standards for wind and weather resistance of BS 6375 Part 1
- Meet the minimum performance standards for operational aspects of BS 6375 Part 2, or equivalent standards from other countries
- Are accredited by an independent UK or European body to prove compliance with those standards
- Are made using timber that is independently certified as legal and sustainable by one of the schemes recognised by CPET:
  - FSC (Forest Stewardship Council)
  - PEFC (Programme for the Endorsement of Forest Certification)
  - SFI (Sustainable Forestry Initiative)
  - CSA (Canadian Standards Association)
- Have service life warranties for durability, paint life, ironmongery and insulated glass units  
Meet or better the UK Building Regulations recommendations for energy efficiency

**For further information, please contact:**

Lauren Wyper or Sally Panter at The Good Agency

[lauren.wyper@thegoodagency.co.uk](mailto:lauren.wyper@thegoodagency.co.uk) or [sally.panter@thegoodagency.co.uk](mailto:sally.panter@thegoodagency.co.uk)

020 7738 1900