

The **Wood Window** Alliance

PRESS RELEASE

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WOOD WINDOWS – LIFELONG EFFICIENCY, LIFELONG BEAUTY THE PERFECT GIFT FOR ANY HOME

There's no doubt that choosing the perfect replacement windows for your home is a bit more complicated than it used to be. You have to consider things like Window Energy Ratings, U-Values, maintenance cycles, warranties and environmental issues if you want to make a choice that will last a lifetime, save energy costs, be easy to maintain and, of course, look good. And, as we become more aware of all these things, it looks like the British love affair with PVC-U windows, at its height in the 1980s and 1990s, might be on the wane, largely down to the significant differences between the wood windows of 20 years ago and the stunning products on the market today.

Today's wood windows are durable, score top marks for sustainability and, with a little loving care, will last a lifetime. The Wood Window Alliance (WWA), a group of 40 of the leading names in the British wood window industry, is leading the renaissance of wood windows through its work to promote quality standards in every aspect of manufacturing and performance. And it is making it dead easy to choose the right wood windows for your home. The WWA heart and tree landmark indicates a minimum service life of at least 35 years, backed by unbeatable warranties: typically 30 years for the timber frame if it is treated with a preservative, 10 years for the glazing and ironmongery, and 8 years for the paint finish of factory-finished windows. And the timber for WWA windows is sourced from responsibly managed forests where more trees are planted than are cut down.

While today's WWA windows tick all the right boxes when it comes to sustainability, durability, maintenance and performance, the range of styles, colours and finishes means they'll make a beautiful, practical and lifelong gift for any home.

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Notes to Editors

Wood Window Alliance windows are the 'green' choice

- **Carbon negative:** they store more energy than is used in their manufacture
- **Energy efficient:** double or triple-glazed BFRC 'A' rated windows available
- **Low maintenance:** typically they carry an 8 year paint warranty
- **Durable:** typically they carry a 30 year frame warranty

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