

The **Wood Window** Alliance

PRESS RELEASE

Issue Date 19 October 2009

THE WOOD WINDOW EVOLUTION

The last decade has seen some dramatic technological advances in the manufacturing processes for wood windows. All of these have addressed once and for all the performance, durability and maintenance issues you may remember from that time when PVC-U alternatives seemed such a good idea. Beautiful, long lasting and sustainable, it's amazing how the modern wood window has evolved dramatically from the species in existence 30 years ago.

To start with, a modern wood window is made from high quality, slow grown and sustainably sourced Scandinavian wood. This tough timber is treated with environmentally friendly preservatives, resulting in a warranty of around 30 years on the frame. But with a little loving care the window should last a lifetime. And once the double or triple glazing has been installed, the window will meet all the relevant British Standards for wind and weather resistance and be extremely energy efficient to boot.

The window can then be sprayed in the factory in a huge variety of paint colours that will bring any home to life, or simply finished with the 'natural look' to allow the beauty of the wood to come through. And a factory finished window means that paint manufacturers can typically offer up to an 8 year warranty¹ on the first coat, reducing the need for maintenance. When the time finally comes to freshen up the window, it should only need a light rub down and a quick lick of paint.

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And with security features built in, the window can easily meet the criteria of the UK polices 'Secured by Design' scheme which focuses on crime prevention at the design, layout and construction stages of homes.

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 with its heart and tree landmark to reassure homeowners that the window they are buying has all the characteristics of a fully evolved twenty-first century wood window.

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¹ typical warranties are 8 years on the first coat of paint and 6 years on stains

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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