

The **Wood Window** Alliance

Press release

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WOOD WINDOW ALLIANCE – TURNING A CLEAR CONSCIENCE GREEN

Add value to your home with a clear conscience and the help of the Wood Window Alliance (WWA). The WWA provides consumers with clear guidance about what to look for when shopping for windows and homeowners can search on the WWA website (www.woodwindowsalliance.com) for independently certified window manufacturers as well as learn about pressing issues such as sustainability and performance.

While all members of the WWA use timber from responsibly managed forests, where more trees are planted than cut down, the environmental benefits of wood windows go much further. Contrary to popular belief, double and triple glazing are perfectly possible, so users can be confident that WWA windows will continue to save energy and carbon emissions throughout their long life. Long service life of 35 years or more is also the key to a window's sustainability. WWA members offer extensive service life warranties on windows carrying the distinctive heart and tree brandmark. Also, unlike other types of windows, wood windows can be repaired easily and inexpensively, extending their life (and their carbon store) still further, meaning even less impact on the environment than replacements.

So without compromising style for substance, timber windows are arguably the greenest option and, when properly cared for, they are cost effective too. WWA windows are also secure, low maintenance, durable and help combat noise pollution making them not only the green choice, but the smart choice.

Chairman of the WWA Campaign Committee Nick Quinn says “When choosing windows homeowners should look for the WWA mark to ensure their windows have been independently audited and meet quality standards, including those for sustainability and the environment. All WWA windows also meet the relevant British Standards and UK Building Regulations for performance, weather resistance and energy efficiency giving homeowners peace of mind when fitting new windows.”

To find out more about wood windows log onto www.woodwindowalliance.com or contact Marketing Manager Ruth Odunuga on 0870 458 6939

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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 qualify for the WWA quality brandmark, windows must be 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)

For further information, please contact:

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