

# The **Wood Window** Alliance

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## **THE WOOD WINDOW ALLIANCE WELCOMES LATEST MEMBER**

The Wood Window Alliance (WWA) proudly welcomed its first new member for 2009, Viking Windows AS. Founded as a Danish-Estonian joint venture in 1996, the aim of Viking Windows AS has always been to produce high quality wood windows, professional service and short delivery times.

As part of the WWA, Viking Windows will benefit from using the Alliance's distinctive heart and tree brandmark, which sets the standard for the quality and sustainability of 21<sup>st</sup> century wood windows. To carry the WWA brandmark Viking's windows need to meet the relevant standards, be accredited by an independent UK or European body, be manufactured from sustainable wood sources and have warranties for durability, paint life, ironmongery and insulated glass units.

Viking will also profit from the WWA's campaigning and educational work in promoting the sustainability and beauty of wood windows whilst dispelling myths about their durability and maintenance. All WWA members are also listed on the 'Find a Member' section of the WWA website which will help it to generate sales leads ([www.woodwindowalliance.com](http://www.woodwindowalliance.com)).

Tanel Kookmaa, Export Manager of Viking Windows said "The UK is a very important market to us and joining the WWA is a logical step in establishing Viking's credibility because it demonstrates our organisation's commitment to producing high quality, sustainable wood windows".

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WWA Campaign Chairman Nick Quinn comments, “Timber window manufacturers, component suppliers, installers and maintainers are really missing out if they don’t sign up to the WWA this year. The campaign is gaining some real momentum and will drive business to its members through strong, distinctive marketing as well as actively representing them in the forum where policy and standards are determined. The more members we have, the more powerful the campaign and the more we can do to promote wood windows as the most sustainable choice for the 21<sup>st</sup> century”.

To find out more about wood windows and WWA members log onto [www.woodwindowalliance.com](http://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 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:**

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