

# The **Wood Window** Alliance

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## **ECOBUILD BUILD SHOWS WOOD TO BE THE GREENEST CHOICE FOR WINDOWS**

Following its launch in September 2007, the Wood Window Alliance (WWA) was delighted with the response to the campaign at Ecobuild. The WWA has been forging ahead with its campaign to highlight the sustainability and beauty of 21<sup>st</sup> century wood windows, as well as addressing myths about maintenance and durability. The WWA's first appearance at Ecobuild signalled the start of the next phase of the campaign, with the Window Box feature showcasing six of its members' products.

Ecobuild provided the perfect platform to showcase the many reasons why wood windows make the most sustainable choice of window. Windows carrying the WWA landmark are made from sustainable timber and wood windows are more energy efficient in manufacture than those made from any other material. 21<sup>st</sup> century timber windows are durable and easy to maintain, which means they store carbon for longer<sup>1</sup>. They can also be double or triple glazed to restrict heat loss. At the end of their service life, wood windows can be recycled or used as a biomass fuel. If they do end up in landfill, they are fully bio-degradable.

WWA was pleased that the Window Box feature, which featured 6 WWA members out of eleven exhibitors, was such a success. Each WWA window was branded with the distinctive WWA landmark and many visitors sought out the WWA stand after seeing the Window Box. Timber windows were also

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represented in the seminar programme with John Fletcher, a consultant retained by the WWA, speaking about the aims of the WWA and the technical advances in wood windows. The WWA believe that their strong presence is a good indicator that wood windows are leading the way as the material of choice for sustainable homes.

Ruth Oloyede, Marketing Manager for the WWA, said: “We were really well received at Ecobuild and had many enquiries about 21<sup>st</sup> century wood windows as well talking to companies about joining the WWA. Many visitors asked us why fewer plastic windows were also being displayed. We were able to tell them that wood windows have always been the greenest choice of window and with the technological advances of the last decade improving durability and maintenance, they are increasingly being acknowledged as best choice for sustainable homes”.

For more information on the WWA [www.woodwindowalliance.com](http://www.woodwindowalliance.com) or contact Ruth Oloyede on 0870 458 6939.

**Notes to editors**

<sup>1</sup> WWA windows typically carry a 30 year service life for the timber and 8 years paint warranty

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**For further information, please contact:**

Maggie Young or Sally Panter at Ideas PR on 020 7 738 1900 Email:

[maggie@ideaslondon.com](mailto:maggie@ideaslondon.com) [sally@ideaslondon.com](mailto:sally@ideaslondon.com) more/...