

The **Wood Window** Alliance

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A WINDOW OF OPPORTUNITY: JOIN THE ALLIANCE

The Wood window Alliance (WWA) is holding a membership open day in Coventry on the 30th April. 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.

New scheme manager Ruth Oloyede announced WWA plans for 2008 at Ecobuild in February. The strategy includes significant investment in a trade advertising campaign later in the year as well as the promotion of the distinctive heart and tree brand mark to consumers. And the WWA will be working closely with Defra and the BRE to ensure the sustainability, thermal efficiency and durability of 21st century wood windows is recognised in the sustainable construction debate.

Ruth Oloyede says “Timber window manufacturers, component suppliers, installers and maintainers are really missing out if they are not members of the WWA this year. The campaign has real momentum and will continue to drive new 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”.

For more information on the WWA visit www.woodwindowalliance.com or contact Ruth Oloyede on 0870 458 6939. The membership open day is at Siegenia-Aubi Ltd, Richardson Way, Crosspoint, Coventry, CV2 2TA between 10am and 2pm.

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For further information, please contact:

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