

# The **Wood Window** Alliance

## **PRESS RELEASE**

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### **KEEPING THE CLIMATE STABLE IN A GROWING WOOD WINDOW MARKET**

The new BRE Green Guide launched this month (June) puts wood products, such as windows, at the top of the class in terms of climate change. Wood windows achieve an A rating for climate change, compared with far lower ratings for all other materials.

As timber is the only naturally renewable building material and, unlike most building materials, already has proven responsible sourcing credentials via forest certification and chain-of-custody certification schemes, it is easy to see why the timber industry is undergoing a renaissance and why wood windows are contributing to a new building age.

Commenting on the publication of the new BRE Green Guide, Richard Lambert, Chief Executive of the British Woodworking Federation (BWF) which runs the Wood Window Alliance (WWA), said: "We are delighted that the new Green Guide confirms wood windows' high ratings for Climate Change Indicator, making them the most effective choice in the battle against climate change".

One of the major challenges facing the WWA is the eradication of the numerous myths and misconceptions about wood windows that exist amongst consumers. A recent MORI poll commissioned by the WWA to investigate attitudes to wood windows<sup>1</sup> revealed that consumers still have concerns about the effect of cutting down trees to produce them, despite the fact that they believe that wood is the most environmentally friendly choice of material.

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To combat these misconceptions, the WWA is now working hard to promote their distinctive heart and tree brandmark to show that all windows carrying the mark are made from sustainable timber. WWA windows are made from wood which has been sourced from forests which are managed sustainably and have been independently audited and verified by certification schemes such as FSC or PEFC<sup>2</sup>. As sustainability goes right to the heart of a good window, the WWA is proud to support certification and to see Europe's forests growing by 661,000 ha every year<sup>3</sup> – the equivalent of three football pitches every hour of the day and night.

Contrary to popular belief, double and triple glazing are perfectly possible in wood, so users can be confident that WWA windows will continue to save energy and carbon emissions throughout their long life. Long life underpins a window's sustainability and BRE gives wood windows a service life prediction of 30-35 years<sup>4</sup>.

Furthermore, 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. At the end of their life, wood windows can be recycled or used as a biomass fuel.

Of course wood windows have other benefits too, such as energy efficiency and security. 21<sup>st</sup> century wood windows achieve the same glazing performance and ironmongery functions as windows made from other materials, often more cost-effectively, especially where PassivHouse or Super 'E' windows are required.

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

## Notes to Editors

<sup>1</sup> Research was conducted via face-to-face omnibus from 12 - 18 October by Ipsos MORI'S Global Omnibus Services division. A nationally representative sample of 1961 adults aged 15+ in Great Britain were interviewed with data subsequently weighted to the known profile of this population.

<sup>2</sup> See [www.fsc.org](http://www.fsc.org) or [www.pefc.org](http://www.pefc.org) for further details.

<sup>3</sup> UN FAO, State of the World's Forests, 2007.

<sup>4</sup> BRE gives wood windows in general an expected 30 year service life. BWF's TWA (Timber Window Accreditation) Scheme windows were given a 35 year service life expectancy. Wood Window Alliance windows meet or exceed TWA Scheme criteria.

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