

The **Wood Window** Alliance

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NEW CAMPAIGN CHAIRMAN FOR WWA AS MEMBERSHIP GROWS

Following its launch in September 2007, the Wood Window Alliance (WWA) has elected leading figure Nick Quinn as their Campaign Chairman. Nick is the Director of Marketing for Blairs Limited, an award-winning Scottish designer and manufacturer of high quality, bespoke timber windows and external doorsets, and has been a member of the WWA since its inception last year.

Since its launch, the WWA has been forging ahead with its campaign to highlight the sustainability and beauty of 21st century wood windows, as well as addressing myths about maintenance and durability.

Speaking of his recent appointment, Nick Quinn said: "I am delighted to have been elected to this position which is vital to the running of the WWA campaign. I am keen to build on the recent success of the WWA, and hope that membership will continue to grow, strengthening our marketing campaign and showing that wood windows are leading the way as the material of choice for sustainable homes".

Ruth Oloyede, Marketing Manager for the WWA, said: "Wood 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

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where policy and standards are determined. The more members we have, the more powerful the campaign”.

For more information on the WWA log on to www.woodwindowalliance.com or contact Ruth Oloyede on 0870 458 6939.

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For further information, please contact:

Maggie Young or Sally Panter at The Good Agency on 020 7738 1900

Email: maggie@thegoodagency.co.uk or sally@thegoodagency.co.uk.