

The **Wood Window** Alliance

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PLASTIC – NO LONGER FANTASTIC FOR WINDOWS AS WOOD STOPS THE ROT

Our love affair with PVC-U windows may be coming to an end according to a recent Ipsos MORI Survey¹. When it comes to green credentials, appearance and the value of our homes, British homeowners see wood windows as the best choice. In a Survey of 1,961 adults aged 15+, 42% of them saw wood windows as the best environmental choice (22% disagreed) and 49% said that they just look better (versus 25% who disagreed). The Wood Window Alliance² which commissioned the Survey is promoting the benefits of a new generation of long lasting, easy maintenance wood windows. The Campaign aims to change the face of British homes with wood windows replacing plastic, improving the appearance and even the value of our homes as more of us recognise their environmental and practical benefits. Campaign spokesperson Ruth Oloyede says: "Technological advances over the last ten years have transformed the quality and performance of today's wood windows. Modern timber windows will last for years, with a regular lick of paint or stain to keep them looking good."

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¹Note to Editors on methodology: 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 1,961 adults aged 15+ in Great Britain were interviewed with data subsequently weighted to the known profile of this population.

² The Wood Window Alliance makes it easier to find a quality assured and environmentally friendly wood window. Anyone choosing windows for their home

should look for the *Wood Window Alliance* heart and tree landmark on the windows they choose. This means that the windows have been independently audited and meet a set of quality standards, including those for sustainability and the environment. They meet all the relevant British Standards and UK Building Regulations for performance, wind and weather resistance, energy efficiency and have the service life warranties so you can choose timber windows with absolute confidence.

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