

The **Wood Window** Alliance

Issue Date: 21 April 2008

SEEING THE WOOD FOR THE TREES

Many of us believe that wood is the most environmentally friendly choice for windows but have concerns about the effect of cutting down trees to produce them. This is according to the latest MORI research commissioned by the Wood Window Alliance (WWA) ¹, an industry campaign group that aims to promote the beauty, sustainability and durability of 21st century wood windows. They say we don't have to worry about the impact of cutting down trees as windows carrying their distinctive heart and tree brandmark must be made from sustainable timber and are also more energy efficient in manufacture than those made from any other material. All you have to do is ask your window installer to ensure that the windows they purchase carry the mark.

WWA windows are made from timber which has been approved by a certification body such as the FSC or PEFC² that ensure forests are managed sustainably. And certification is more beneficial than just making sure that forests are not lost. Well managed forests are continually growing and absorbing CO₂ so there is less dead wood releasing CO₂ to the atmosphere. 66% of European forests are also regenerated by natural methods which protects biodiversity. Timber windows in the UK are predominantly made of softwood produced in European forests, especially from Scandinavian countries. As sustainability goes right to the heart of a good window the WWA are proud to support certification and to see European forests growing by 346,000 km² every year³ – roughly the equivalent of one and a half times the size of the UK.

The WWA believes that the forest that pays is the forest that stays. By helping to increase the demand for sustainable timber the campaign will protect forests by encouraging local communities to value them. Those who rely on forests for their

income have a real incentive to protect the forest to maintain their livelihoods. The danger is that if the forest doesn't provide financial support, then why not replace it with something else which does?

The WWA also be tackles some of the other myths about wood windows and sustainability. One misconception that has dogged the industry is that timber windows can't be double or triple glazed. Contrary to popular belief, double and triple glazing are perfectly possible so users can be confident that WWA windows will continue to save energy and carbon emissions throughout its long life. Long life is also the key to a window's sustainability. WWA members offer extensive service life warranties on windows carrying the mark. Also, 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 and if they do end up in landfill, they are fully bio-degradable.

Ruth Soundarajah from the WWA said: "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. And for total peace of mind 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."

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

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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 1961 adults aged 15+ in Great Britain were interviewed with data subsequently weighted to the known profile of this population.

² See www.fsc.org or www.pefc.org for further details

³ Growth fact taken from 'Tackle Climate change – Use Wood' - www.woodforgood.org

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