

The **Wood Window** Alliance

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SIX OUT OF ELEVEN PUTS WWA WINDOWS IN THE MAJORITY AT ECOBUILD

Following its launch in September 2007, the Wood Window Alliance (WWA) is 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. The WWA's first appearance at Ecobuild signals the start of the next phase of the campaign, with the Window Box feature¹ showcasing six of its members' products.

Ecobuild provides the perfect platform to showcase the many reasons why wood windows make the most sustainable choice of window. Windows carrying the WWA landmark are made from sustainable timber and wood windows are more energy efficient in manufacture than those made from any other material. 21st century timber windows are durable and easy to maintain, which means they store carbon for longer². They can also be double or triple glazed to restrict heat loss. At the end of their service life, wood windows can be recycled or used as a biomass fuel. If they do end up in landfill, they are fully bio-degradable.

WWA members BSW Accoya, Janex, JELD-WEN, Mumford & Wood, NorDan and Rationel will show selected windows in the Window Box feature which is sited near the Carbon Trust Theatre. The WWA believes that six out of eleven is a strong indicator that wood windows are leading the way as the material of choice for sustainable homes.

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Ruth Oloyede, marketing manager for the WWA, said: “We are really excited to support Ecobuild and to be able to offer our members the chance to dominate the Window Box feature. Wood windows have always been the greenest choice of window and with the technological advances of the last decade improving durability and maintenance they are increasingly being acknowledged as best choice for sustainable homes”.

For more information on the WWA visit stand F28 Ecobuild
www.woodwindowalliance.com or contact Ruth Oloyede on 0870 458 6939.

Notes to editors

¹ The Window Box feature can be found in Earls Court One near the Carbon Trust Theatre

² WWA windows typically carry a 30 year service life for the timber and 8 years paint warranty

³ Available details of windows displayed in the Window Box are:-

- JELD-WEN: 28mm triple glazed gas filled hi profile combi window with a whole product 1.3 U-value, centre pane 0.7. It is a top hung reversible window.
- Mumford and Wood: Conservation™ spring balanced sliding sash window. Made from naturally durable, clear-grade – virtually knot free – Larch, from only sustainable sources.
- Janex: conventional timber window with double gaskets and 3rd Generation Super Low E glass with warm edge spacers and argon filling to the units. The window has a U value of 1.2 W/m²K base on EN ISO 10077-1.
- Accoya: sash and case 1400mmx900mm

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