

PRESS RELEASE

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Wood windows get the TV treatment

Following the success of its 'HOW TO...Go Green' series, Sky TV is repeating its programme on the impact of double glazing and wood windows on domestic energy efficiency.

The programme includes extensive interviews with the Wood Window Alliance (WWA) and the Energy Saving Trust, and tells the full story of the energy saving, asset building and environmental sustainability benefits of wood windows. The WWA also airs its new TV advertisement during the break.

Sean Parnaby, Wood Window Alliance Campaign Chairman says: "Our messages will resonate with professionals across public and private sector housebuilding, and with homeowners concerned with saving money and reducing their environmental footprint.

"WWA wood windows are tested to be wind-tight and leak-proof. Davis Langdon research confirms the window frames are carbon negative because the wood they are made from stores more carbon than is emitted in their overall lifecycle. There are many double or triple-glazed BRFC 'A' rated windows available for newbuild or residential retrofit. They are low maintenance, typically with an eight-year paint warranty, and durable, with an estimated service life of over 60 years.

"Today's high performance wood windows don't just look good, they help reduce fuel bills and with proper maintenance, they will last a lifetime."



The **Wood Window** Alliance

View the TV interview, read the latest service life and embodied carbon research, and download a free product specification guide at

www.woodwindowalliance.com

Ends