

The **Wood Window** Alliance

Press release

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SUSTAINABILITY – ONWARDS AND UPWARDS FOR THE WOOD WINDOW ALLIANCE

Wood windows score the highest possible Life Cycle Assessment (LCA) scores (A and A+) in the recent Building Research Establishment (BRE) Green Guide. But the Wood Window Alliance (WWA) says that sustainability standards can still be improved, especially in the areas of waste management and energy sourcing.

A full breakdown of Green Guide results was released this month and the WWA has been working with the BRE to understand fully the challenges that face the industry and how to combat them. The WWA will now work with its members to drive standards higher still as well as collaborating with the wider industry and DEFRA to ensure that wood windows always come out on top.

The Green Guide uses LCA to assess the sustainability of products and uses a scale of A+ to E to grade performance. Wood windows score highly because, amongst other things, timber is the only naturally renewable building material and has proven responsible sourcing credentials via forest certification and chain-of-custody certification schemes. Of course wood windows have other benefits too, such as thermal efficiency, security and a long service life.

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Richard Lambert, Chief Executive of the British Woodworking Federation (BWF) which administers the WWA, said "Wood windows are already the most sustainable choice and the insights we've gained from the LCA mean that we know we can do better still. We have the data, new technology and innovative thinking to enable us to continue to position wood windows as the greenest material for windows."

The WWA was launched in September 2007 and is a real breakthrough for the wood window industry in the UK. Funded by its members, wood for good (www.woodforgood.com) and the British Woodworking Federation, it marks the first time that so many companies have come together to create a powerful campaign for wood windows in the UK, placing product quality, industry standards and sustainability at its heart.

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

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