

The **Wood Window** Alliance

Press release

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THE WWA REACHES OUT TO INDUSTRY AS MEMBERSHIP RISES

The Wood Window Alliance (WWA) has established itself a dynamic marketing campaign, which is already combating many of the myths about wood windows. The WWA now wants to build up its membership so it can continue to spread its positive message. It will be holding membership open days around the country in the coming months to explain the campaign and its benefits to window manufacturers and component suppliers. If you want to be a part of this campaign, look out for the next open day near you.

The WWA was launched by the British Woodworking Federation (BWF) in September 2007 and is a real breakthrough for the wood window industry in the UK. It marks the first time that so many companies have come together to create a powerful marketing campaign for wood windows in the UK, placing product quality, industry standards and sustainability at its heart. And the WWA will also be working closely with Defra and the BRE to ensure the sustainability, thermal efficiency and durability of 21st century wood windows is recognised in the sustainable construction debate.

Membership continues its steady rise with Ayrton Windows the latest company to sign up as the campaign gathers pace. Ayrton is based in south-west London, selling windows to both the trade and consumers.

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The MD of Ayrton Windows, Robert Ditcham said: “When we read about the WWA and its activities we wanted to join straightaway. The use of the WWA brandmark to guarantee quality is so important in an industry dogged by misconceptions. The WWA is tackling some of these head on and we expect to reap the benefit of the campaign’s strong marketing as we promote the quality and sustainability of our products with both trade customers and consumers.”

WWA marketing manager Ruth Oloyede says: “Timber window manufacturers, component suppliers, installers and maintainers are really missing out if they don’t sign up to the WWA this year. The campaign is gaining some real momentum and will drive business to its members through strong, distinctive marketing as well as actively representing them in the forum where policy and standards are determined. The more members we have, the more powerful the campaign and the more we can do to promote wood windows as the most sustainable choice for the 21st century”.

If you are interested in running or attending an open day in your area or you would like more information on the WWA visit www.woodwindowalliance.com or contact Ruth Oloyede on 0870 458 6939.

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