

The **Wood Window** Alliance

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THE WOOD WINDOW ALLIANCE: ONE YEAR ON

The Wood Window Alliance (WWA) is celebrating its first anniversary this month [September] and has been looking back over the past twelve months, as well as looking to the future. Since its launch the WWA has been forging ahead with its plans to highlight the thermal efficiency, durability and beauty of 21st century wood windows, targeting professional, trade and consumer audiences. A real breakthrough for the wood window industry in the UK, the formation of the WWA marks the first time that so many companies have come together to create a powerful marketing campaign for wood windows, placing product quality, industry standards and sustainability at its core.

The main focus of the WWA's campaign so far in 2008 has been the publication of the BRE Green Guide in which wood windows received the highest overall summary rating of A and A+. Wood windows were also top of the class for climate change, achieving an A rating, compared with far lower ratings for all other materials.

Today the future of the wood window industry is looking bright, with the WWA collaborating with the Department for Environment, Food and Rural Affairs (DEFRA) to ensure the sustainability, thermal efficiency and durability of 21st century wood windows is recognised in future policy development. DEFRA are currently working on a road-mapping project which will allow the wood window industry to better understand the environmental impact of their products, taking into account all the stages from the acquisition of the raw materials all the way through to the disposal of the product at the end of its life. Using this information, the industry will now look at how to mitigate the environmental impact of wood windows, and the WWA will be working closely with DEFRA and with its members to ensure that any issues raised by the road-mapping scheme are addressed.

Commenting on the recent resurgence in the wood window industry and looking to the future, Campaign Manager Ruth Oloyede said: “We are delighted with the positive steps which have been achieved in our first year, and look forward to building on our successes and really bringing wood windows out on top. The wood window industry has long been considered environmentally aware and eco-friendly, mainly due to the fact that our raw material is the world’s only naturally occurring building material. However, the industry needs to recognise that this alone is no longer enough to satisfy our ever-increasing environmental responsibilities. Work needs to be done to address the issues raised by the BRE Green Guide, and this will be our focus in the coming months.”

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

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