

The **Wood Window** Alliance

PRESS RELEASE

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WOOD WINDOW ALLIANCE PREMIERES COMPELLING NEW FILM FOR ARCHITECTS AND SPECIFERS

A new film by the Wood Window Alliance (WWA) brings into sharp focus information including new research that architects and specifiers need in order be able to specify wood windows with confidence. Entitled 'Wood Windows CO₂t Less' the film is available now to view online (www.woodwindowalliance.com) and presents Service Life research by Imperial College, London proving that windows made to Wood Window Alliance standards have a service life of at least 60 years and beyond, and a lower Whole Life Cost than comparable PVC-U windows.

The eight minute film clearly illustrates that Wood Window Alliance wood windows last longer, have a lower carbon footprint and are better value than PVC-U windows over the service life of a building. It demonstrates that almost three quarters of a tonne of CO₂ can be saved by fitting a standard house with Wood Window Alliance, rather than PVC-U, windows - the equivalent of driving 6,500 km in a small family car. The film also touches on an English Heritage survey which states that the greatest threat to conservation areas is unsympathetic windows and doors. It shows how Alliance members can help address this problem, by a 'Repair, Replicate or Replace' approach, and how members' windows can combine high levels of energy-efficiency with authentic period design details and slim glazing bars.

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Sean Parnaby, Chairman of the Wood Window Alliance says: “We are very excited to have been able to produce a new film which is all about offering architects and specifiers the information they need to make an informed decision when specifying windows. Our audience expects information to be available quickly and clearly and the film delivers this. As a central focus of our marketing campaign the film will help us really drive home our messaging, that Wood Windows really do CO₂t Less”.

To view the film, log onto www.woodwindowalliance.com or YouTube (Insert link to YouTube channel).

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Notes to Editors:

The WWA was launched 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.

To earn the right to become a member, a manufacturer must make windows which:

- Meet the minimum standards set out in BS 644, the main British Standard for wood windows, or equivalent standards from other countries
- Meet the performance standards for wind and weather resistance of BS 6375 Part 1
- Meet the minimum performance standards for operational aspects of BS 6375 Part 2, or equivalent standards from other countries
- Are accredited by an independent UK or European body to prove compliance with those standards
- Are made using timber that is independently certified as legal and sustainable by one of the schemes recognised by CPET and have Chain of Custody certification:
 - FSC (Forest Stewardship Council)
 - PEFC (Programme for the Endorsement of Forest Certification)
 - SFI (Sustainable Forestry Initiative)
 - MTCS (Malaysian Timber Certification Scheme)
 - CSA (Canadian Standards Association)
- Have service life warranties for durability, paint life, ironmongery and insulated glass units
Meet or better the UK Building Regulations recommendations for energy efficiency