

# The **Wood Window** Alliance

**Issue Date:** 30 January 2008

## **WWA SETS THE VISION FOR 2008**

The Wood Window Alliance (WWA) has announced its plans for 2008 after the first member's meeting of 2008 in Birmingham. Plans include significant investment in a trade advertising campaign later in the year as well as the promotion of the distinctive heart and tree brand mark to consumers. The WWA will also be working closely with Defra and the BRE to ensure the sustainability, thermal efficiency and durability of 21<sup>st</sup> century wood windows is recognised in the development of future housing policy.

The Alliance has a new campaign manager, Ruth Oloyede, whose strong marketing background will provide a sound basis for WWA activities in 2008. Ruth says "Timber window manufacturers, retailers and installers are really missing out if they are not members of the WWA this year. The campaign has real momentum and will continue to drive new 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".

The 2008 WWA campaign is set against the backdrop of the publication of the Building Research Establishment (BRE) Green Guide, expected to be published in the spring. There is widespread speculation that timber windows will score high marks in the Life Cycle Assessment (LCA) – better than all other window materials – and the WWA is working closely with BRE to ensure that the LCA accurately represents the benefits of timber windows.

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. For more information on the WWA visit [www.woodwindowalliance.com](http://www.woodwindowalliance.com) or contact Ruth Oloyede on 0870 458 6939. WWA will also be exhibiting at Ecobuild, stand F28 from the 26<sup>th</sup> to the 28<sup>th</sup> February.

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