

# The **Wood Window** Alliance

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## **WOOD WINDOW ALLIANCE CELEBRATES NEW YEAR WITH TWO NEW MEMBERS**

The Wood Window Alliance is proud to welcome two new members at the start of 2010. AJB Woodworking are specialists in high quality design and manufacture, and Finiture s.r.l. are suppliers of premium finishing equipment to the timber window industry. Both businesses will join existing members in benefiting from the Alliance's campaign to promote high quality wood windows, as well as the use of the brand.

Membership is not easy to achieve and is evidence that a manufacturer meets The Wood Window Alliance's demanding quality, performance and sustainability standards, with third party accreditation to prove compliance. Members must meet all relevant British Standards, use sustainably sourced timber, have Chain of Custody certification and provide extensive service life warranties.

Wood Window Alliance Chairman Sean Parnaby comments; 'I am delighted to welcome Finiture s.r.l. and AJB Woodworking to the campaign. 2010 promises to be an exciting year for the Alliance with a strong member presence already confirmed for Ecobuild in March and a number of exciting developments in the pipeline. New members will really help to drive these developments and strengthen the campaign in 2010 to make it our best year yet'.

Alliance members are listed on the 'Find a Member' section of the website ([www.woodwindowalliance.com](http://www.woodwindowalliance.com)) which not only helps to generate sales leads but also promotes the sustainability and beauty of wood windows whilst dispelling myths about their durability and maintenance.

**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:
  - FSC (Forest Stewardship Council)
  - PEFC (Programme for the Endorsement of Forest Certification)
  - SFI (Sustainable Forestry Initiative)
  - CSA (Canadian Standards Association)
  - MTCS (Malaysian Timber Certification Scheme)
- Have service life warranties for durability, paint life, ironmongery and insulated glass units  
Meet or better the UK Building Regulations recommendations for energy efficiency

**For further information, please contact:**

Lauren Wyper or Claudia McKenzie at The Good Agency

[lauren.wyper@thegoodagency.co.uk](mailto:lauren.wyper@thegoodagency.co.uk) or [claudia.mckenzie@thegoodagency.co.uk](mailto:claudia.mckenzie@thegoodagency.co.uk)

020 7738 1900