

The **Wood Window** Alliance

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WOOD WINDOW ALLIANCE LAUNCH NEW CAMPAIGN AS THEY CELEBRATE SUCCESS OF ECOBUILD

Following a strong showing at Ecobuild the Wood Window Alliance is launching a new trade advertising campaign this month. The campaign builds on the 2009 strapline 'Wood Windows CO₂t Less' with embodied CO₂ research by Davis Langdon and brand new Service Life research conducted by Imperial College, London. With support from the Swedish Forest Industries (Skogsindustrierna), the campaign will run from March to December across architectural, specifier and building development titles and will be supported by an intensive PR campaign.

Launched at Ecobuild, the new Service Life research, which shows that windows manufactured to Wood Window Alliance standards give a service life of at least 60 years, generated a high level of interest among stand visitors. Stand visitors were impressed by the variety of wood windows on display, from conservation to contemporary, including BFRCA 'A' rated windows, a triple-glazed window with a U-value of 0.8W/m²K, and a window doubling as a fish tank! The six manufacturers showing windows (AJB Woodworking, Ayrton Bespoke, Boyland Joinery, Mumford & Wood, West Port and Viking) were joined by Ventrolla, demonstrating their renovation system, and five supplier members (Akzo Nobel, Finnforest, SCA, Spilka and Teknos. Together, they created a vibrant, interesting and busy stand.

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Wood Window Alliance Campaign Chairman Sean Parnaby comments; “We are delighted by the success of Ecobuild and I am really encouraged by the level of interest and knowledge among some visitors about ‘green’ issues. With support from Swedish Forest Industries (Skogsindustrierna), we have some marketing muscle to drive our messages home to our audiences. We’ve successfully made our point that Wood Window Alliance windows are the ‘green’ choice; now we’ve got the research evidence to show they have the same estimated service life as the buildings they go into – a minimum 60 years – giving them a lower Whole Life Cost than comparable PVC-U windows.”

Jan Soderlind, Director of the International Wood Programme at The Swedish Forest Industries (Skogsindustrierna) says; “Our members are delighted to be supporting this campaign which is leading the way in providing sound evidence of wood products’ value for money as well as their superior environmental performance. The campaign has excellent synergies with the work being done by Wood for Good”.

Wood Window Alliance members are listed on the ‘Find a Member’ section of the website (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.

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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.

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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 Chain of Custody
- Have service life warranties for durability, paint life, ironmongery and insulated glass units
- Meet or better the UK Building Regulations recommendations for energy efficiency

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