

The **Wood Window** Alliance

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WOOD WINDOW ALLIANCE MEMBERS MAKE THE MOST OF ECOBUILD

The Wood Window Alliance (WWA) has teamed up with the Ecobuild exhibition at Earls Court to help its members to get even more from their participation in the campaign. WWA members are being offered a chance to exhibit free of charge in the Window Box feature, a stand designed to showcase modern windows. WWA members that are taking up the opportunity are BSW Accoya (r), Nordan UK Ltd, Rationel Windows (UK) Ltd, JELD-WEN UK Ltd, Mumford & Wood Ltd and Janex UK Ltd.

Ecobuild, held at Earls Court from 26th-28th February, is one of the leading events for sustainability in design, construction and the built environment. Harnessing the huge interest in sustainability, Ecobuild 2007 attracted 13,404 visitors, amongst them representatives of 99% of the top ten architectural practices, main contractors and housebuilders as well as developers, leading construction clients and local authorities. The Window Box feature will represent the different windows available for use in residential and commercial property and will feature a series of information panels which will give information on life cycle analysis, energy efficiency and manufacturing efficiency.

Ruth Oloyede, marketing manager for the WWA, said "We are really pleased to be able to offer our members the chance to get involved in the Window Box feature. Wood windows have always been the greenest choice of window and now with massively improved durability and maintenance they are a must for the sustainable home and more than a match for other windows on the market."

The WWA was launched in October 2007 and is now 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 such a powerful marketing campaign for wood windows in the UK, placing product quality, industry standards and sustainability at its core. As well as “starting a window revolution”, members of the WWA share a common belief that the Government’s call in the Housing Green Paper for a “*revolution in the way we build, design and power our homes...*” is a significant opportunity and something in which wood windows have a major role to play.

For more information on the WWA visit www.woodwindowalliance.com, visit the WWA stand (F28) at Ecobuild or contact Ruth Oloyede on 0870 458 6939.

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