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Conservation specialists, homeowners considering replacement windows and architects specifying higher quality units are just some of the most important target groups for this year's messages about sustainability and the benefits of energy-saving windows. Sean Parnaby, campaign chairman for the Wood Window Alliance, explains this season's high profile marketing activities.

Sky TV promotes energy-saving windows

This year's TV debut for the Wood Window Alliance signals a high impact year for the timber windows market. As part of its 'HOW TO...Go Green' series, Sky TV broadcast a documentary in February looking at how double glazing can help people reduce energy consumption and save money at home.

The documentary has already been aired twice across the Sky TV and Freesat networks, reaching an estimated 24 million viewers in more than 10 million homes.

It included extensive interviews with the WWA and the Energy Saving Trust, and told the full story of the energy-saving, asset building and sustainability benefits of wood windows. The WWA also aired its new TV advertisement during the break.

News about the programme was featured in The Daily Mirror, Metro and across the UK's local radio networks.



To see the windows documentary and advertisement, go to the WWA website. WWA members will also be able to use the footage themselves as part of future marketing activities.

A window on Ecobuild

Running just behind this initiative is the annual Ecobuild exhibition (1-3 March) which will bring the wood window industry together with more than 40,000 architects and specifiers interested in the sustainability of the products they plan to use across all construction markets.

The Wood Window Alliance will be at Ecobuild again this year (stand S1225), providing information on the 60 year minimum estimated service life of windows manufactured to the exemplary WWA standards.

The stand will also highlight how wood windows add value to period homes, especially the 'hard to treat' interwar properties that may not be able to meet their energy-saving targets through insulation alone and which have tended to be blighted by inappropriate replacement windows in the past. Free 10-minute CPD sessions will run throughout the three days at Ecobuild, with at least one day dedicated to visitors working in conservation.

The WWA stand will promote the best in class in terms of certified timber, high quality coatings and hardware. A wide range of window styles will be available to view and touch, including timber Georgian casements, top-hung, fully reversible units, tilt and turn triple glazed units, sliding sashes, contemporary cottage styles and alu-clad windows.

Sponsoring companies supporting the WWA stand at Ecobuild include AJB Joinery, Boyland Joinery, Janex, Jeld-Wen, Mumford & Wood, Rationel, Viking and West Port.

New research proves 60 year service life

One part of the CPD sessions at Ecobuild will cover the results of a major study completed last year by Imperial College, London which shows that windows manufactured to Wood Window Alliance standards give a service life of at least 60 years, even under low maintenance regimes.

Dr Richard Murphy, of Imperial College London, who undertook the research commented: “This research implies there is no reason why today’s Wood Window Alliance windows shouldn’t last as long as Edwardian and Victorian wood windows – a lifetime or beyond”.

The research builds on previous extensive Life Cycle Assessment research by Imperial College carried out for Akzo Nobel in 2004 which showed that windows made to TWA (Timber Window Accreditation) Scheme standards gave a 40 year service life. This new study uses ISO 15686-8:2009 methodology to quantify the impact of the advances in design, manufacturing and coatings technology incorporated into today’s Wood Window Alliance windows.

The Imperial College data have been used to provide a new Whole Life Costing analysis. This work considers building life periods of 60, 80 and 100 years across a range of exposure conditions and maintenance regimes for two Wood Window Alliance A and C BFRC energy-rated windows and comparable PVC-U windows. The results show that the extended service life of a Wood Window Alliance window results in lower Whole Life Costs than the PVC-U windows at 60 years and beyond, with the Wood Window Alliance window costing from 2% to 7% less.

These results complement Davis Langdon’s research on embodied carbon impacts, updated last year, which confirms that the overall life cycle of a Wood Window Alliance frame is carbon negative and that each Wood Window



The **Wood Window** Alliance

Alliance window specified instead of a PVC-U window saves around 89kgs carbon (CO₂e) over the life of the window. In real terms, this means that if just half of the PVC-U windows fitted in the UK in 2008 had been Wood Window Alliance windows, there would have been a carbon saving of over 300,000 tonnes CO₂e.

For further information and copies of the research go to

www.woodwindowalliance.com

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