

The **Wood Window** Alliance

Issue Date: 11 July 2007

(Extended picture caption)

STANDING UNITED, HAILING THE WOOD WINDOW ALLIANCE!

Representatives from some of the leading lights of the UK timber window industry come together in campaigning style to demonstrate their commitment to a major new marketing campaign scheduled to launch in the autumn. 34 founder members are joining up under the campaigning banner of The Wood Window Alliance with the common cause of promoting the thermal efficiency, durability, sustainability and beauty of 21st century wood windows with the campaign slogan "Wood. At the Heart of a Good Window".

The campaign, to be administered by the BWF (British Woodworking Federation), is expected to focus on professional, trade and consumer audiences with a significant budget to support a wide range of marketing activities. WWA leading light Nick Quinn, marketing director of Blairs, is bullish about its objectives and its potential impact on a market still dogged by misconceptions about performance and durability. He said: "Our mission is to increase timber's share of the UK window market by communicating the facts about modern timber windows. There is no doubt that we have lagged behind in creating a strong industry voice to promote timber windows and deal with some of the misconceptions still propagated by our competitors. Now, with sustainability high on the agenda, particularly in the social housing sector, the time is perfect for us to join forces in the battle for the market share."

“We are working together to create a generic and measurable campaign which will focus on 21st century timber windows and just how they fit into today’s aspirations for sustainable and durable products. Watch out for full details of the campaign when we launch in September.”

- ends -

Picture shows founding members (front to back and left to right):

Stephen Wright (George Barnsdale & Sons); Gary Gleeson (Wagner); Roy Wakeman (Mumford & Wood); Keith Clark (Premdor); Kevin Martin (Bereco); Mike Tracey (MH Joinery); Steve Nixon (George Barnsdale & Sons); Andrew Thorn (Sonneborn & Rieck); Ruth Soundarajah (BWF); Alan Shearer (Howarth); Chris Wood (Mumford & Wood); Nick Quinn (Blairs); Raymond Bremner (Guest of Spilka UK); David Hutchison (Dyrup); Duncan Wright (Timber Windows); Barny Morris (Arden Windows); John McCobes (Teknos); Cliff Thrumble (Boyland Joinery); Treve Temby (Clearwood); Paul Gooch (NorDan UK); Frank Fay (Spilka UK); Richard Lambert (BWF); Karl Zierold (Rationel); Charles Trevor (Wood for Good); Dave Christie (Sikkens); Ian Wheeler (Rationel); Mark Hubbert (Teknos); Tony Pell (JELD-WEN); Steve Jones (SCA Timber); John Shaw (JELD-WEN).

Founding members not pictured:

Manufacturers: Duncan Forster (Allan Brothers); David Lomax (Ambass-A-Door Windows & Doors Ltd); David Pead (Benlowe Group Limited); Olav Skretteberg (Broxwood (Scotland) Ltd); Chris Duncan (Clifton Joinery); Jim Fallowfield (Fallowfield Projects Ltd); Glyn Ducker (GD Woodworking Ltd); Alex Brown (Janex); Carol Whitaker (Whitaker & Co (Denholme) Ltd). Approved component suppliers: Peter Mason (Arch Coatings UK); Martin Seabrook (Becker Acroma Limited); John Alexander (BSW Timber plc); Gordon Ewbank (Osrose Protim Solignum Ltd); Chris Martin (Titon Maintainers); Doug Webb (Ventrolla Head Office).

For further information, please contact:

Maggie Young or Bronwen Pickering at Ideas PR on 020 7 738 1900
Email: maggie@ideaslondon.com bronwen@ideaslondon.com