

# The **Wood Window** Alliance

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## **WWA GOES STRAIGHT TO THE HEART OF ITS CAMPAIGN**

The new marketing campaign for the UK timber window industry, the Wood Window Alliance (WWA), has unveiled the distinctive brandmark which will identify its members' products as meeting independently audited quality standards. Featuring heart and tree symbols on a wood effect background the brandmark will appear alongside the campaign slogan "Wood. At the Heart of a Good Window" to communicate the quality standards of members' products. The mark will also be used to impress upon a wider market the environmental and sustainability credentials of wood windows. The Alliance intends to establish independently audited qualifying criteria for manufacturers to confirm the high performance of their products.

As the WWA moves towards its official launch at 100% Detail at Earls Court (20 September) campaign planning is well underway with advertising and PR launching in the autumn and a further big push expected in spring 2008 when home improvement and property maintenance is high on the seasonal agenda. Administered by the British Woodworking Federation (BWF), the campaign will focus on professional, trade and consumer audiences with the key objectives of communicating the performance, durability and sustainability of 21<sup>st</sup> century timber windows and addressing some of the old misconceptions revealed by research.

Duncan Forster from campaign founding member Allan Brothers Limited, says: "We went for this quite simple brandmark because it reflects the warmth and appeal of timber as the natural choice for windows. The heart symbol and the natural colours will resonate with customers, building recognition of both the campaign and the superlative quality of our products."

“Never before have so many companies come together to create such a powerful marketing campaign for quality wood windows in the UK. There is tremendous enthusiasm among our members and they just can’t wait to get started.”

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**Notes to editors:**

The following companies are WWA Founder members:

**Manufacturers**

Allan Brothers Ltd  
Ambass-A-Door (Windows and Doors) Ltd  
Arden Windows Ltd  
Benlowe Group Ltd  
Bereco Ltd  
Blairs Ltd  
Boyland Joinery Ltd  
Broxwood (Scotland) Ltd  
Clearwood UK  
Clifton Joinery Ltd  
Fallowfield Projects Ltd  
GD Woodworking Ltd  
George Barnsdale & Sons Ltd  
Howarth Timber (Windows & Doors) Ltd  
Janex  
JELD-WEN UK Ltd  
MH Joinery Products plc  
Mumford & Wood td  
NorDan UK Ltd  
Premdor  
Rational Windows (UK) Ltd  
Whitaker & Co (Denholme) Ltd

**Suppliers**

Arch Coatings UK  
Becker Acroma Ltd  
BSW Timber plc  
Dyrup A/S  
Larco A/S  
Osmose(Protim Solignum)  
SEIGENIA-AUBI Ltd  
Sonneborn & Rieck Ltd  
SCA Timber Supply Ltd  
Sikkens  
SPILKA (UK)  
Teknos (UK) Ltd  
Titan  
WAGNER (GB) Ltd

**Installers**

Timber Windows Limited

**Maintainers**

Ventrolla Head Office

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