

The **Wood Window** Alliance

Press release

Issue Date: 6 FEBRUARY 2009

WOOD WINDOW ALLIANCE MEMBERS PUT UP A UNITED FRONT AT ECOBUILD

The Wood Window Alliance (WWA) has teamed up with four of its members to make a real impact at Ecobuild. BSW Accoya, Blairs Ltd, Rooksbridge Windows, and Whitaker & Co (Denholme) Ltd will be sharing a stand to create a window extravaganza that will bring together a fantastic selection of beautiful WWA wood windows that tick all the boxes for quality for architects and specifiers. Other WWA members exhibiting will also be tying in closely with the campaign to make sure that the WWA really lives up to its name in promoting the benefits of wood windows.

WWA Campaign Chairman Nick Quinn said: "The campaign has achieved so much since we exhibited at Ecobuild last year, so I am looking forward to using Ecobuild as springboard for our activity in 2009. In the coming year we will continue to drive home the WWA's messages to trade audiences as well as building our presence in the consumer arena."

The WWA was launched in September 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.

more.../

-2-

Ecobuild, held at Earls Court from 3rd-5th March, is one of the leading events for sustainability in design, construction and the built environment. Harnessing the huge interest in sustainability, Ecobuild 2008 attracted nearly 26,000 visitors, amongst them representatives of the top ten architectural practices, main contractors and housebuilders and developers, leading construction clients and local authorities. The WWA can be found at stand 2280, close to the Tarmac theatre.

For more information on the WWA visit www.woodwindowalliance.com, visit the WWA stand (2280) at Ecobuild or contact Ruth Odunuga on 0870 458 6939.

- ends -

For further information, please contact:

Sally Panter or Lauren Wyper at The Good Agency PR on 020 7738 1900

Email: sally@thegoodagency.co.uk or Lauren.wyper@thegoodagency.co.uk