



The **Wood Window** Alliance

Setting the record straight on plastic promises and fake facts

Taking on the challenge of timber lookalike PVC-u windows

Dear colleague,

It seems that fake facts and misleading messages are not restricted to the world of politics but can be found in all manner of communications.

[The Wood Window Alliance](#), the UK trade body for wood window manufacturers, has done much work to ensure we make consistent, clear and honest statements around our products. In the same way we are keen to set the record straight on some of the most misleading communications that are currently being presented by some double-glazing companies within the PVC-u industry as 'facts'.

Along with this letter, you will find a list of 'fake facts' and misleading statements that are being presented by companies within the PVC-u industry, as true. Having reviewed the available data and latest research, we have decided to challenge the worst of these misleading so-called 'facts'.

I hope you will find the list interesting and hope that our 'unpacking' of the window dressing around these promises helps to set the record straight.

With thanks for your consideration of the facts (the real ones).

Tony Pell,

Chairman, Wood Window Alliance

#woodyoubelieveit