

## PRESS RELEASE

### Top 10 reasons to choose wooden windows for your home

30 August 2012, Johannesburg: Wooden windows are a great architectural detail in any building. However, it is not only aesthetic reasons that make them an optimum choice, there are a number of other reasons too. Charl Jacobz, from Swartland Wooden Windows and Doors, offers the top 10 reasons why wooden windows should be the windows of choice for any new build or renovation project:

- 1.) **Wooden windows are beautiful:** The rich grain and organic texture of solid wood make beautifully crafted wooden windows an aesthetically beautiful addition to any home or building. Says Charl: “There is no argument that wooden windows add an element of visual beauty to any architectural design they grace – a fact that makes them the first choice for discerning architects, builders and homeowners the world over. Wood, if skilfully crafted, has a stunning organic quality for unrivalled aesthetic appeal.”
- 2.) **Wooden windows come in a variety of styles:** It is important that the style of the window you choose pairs well with the architectural style of your home, explains Charl: “For a good looking architectural elevation, the style of windows you choose must complement the overall design of your home. This is where wooden windows offer a real benefit, as they are available in a plethora of various styles and designs to suit almost any architectural design, from the most contemporary to the very traditional.” Swartland Wooden Windows and Doors for example, offers wooden windows in the following styles: sliding sash windows, mock sash windows, horizontal gliding windows, full pane windows, small pane windows and top-hung windows.
- 3.) **Wooden windows are made to suit specific climates:** It is important to choose materials that suit the specific climate you are living in, says Charl: “Swartland makes its wooden windows for example, from wood that has been specially kiln-dried in their own kilns to ensure that it boasts an 8% moisture content, which is the most suitable for the South African climate.”
- 4.) **Wooden windows are made from sustainable material:** In general, wood has a much smaller carbon footprint than other materials used to construct windows – making it the ideal environmentally-friendly choice, says Charl: “When compared to a similar type of window made from wood, it would take 4,41 times the amount of energy to make it out of UPVC, 6,34 times the amount of energy to make it out of aluminium, and 11,7 times the amount of energy to make it out of steel. Also, unlike plastic, concrete, steel or aluminium, wood is a sustainable material and a renewable source. Swartland for example, only uses wood from strictly monitored sources.”
- 5.) **Wooden windows are long-lasting and durable:** If well maintained, Charl says that wooden windows can last for decades: “Developments in timber window design and finishing products mean that modern, high

performance timber windows need minimal maintenance, when sealed with the correct products and potentially have a significantly longer lifespan when compared to other substrates.” He says that in general, there is no reason why wood shouldn’t last for over 50 to 100 years, and even after that time, they can often be renovated and restored, whereas this is not always possible with other substrates.

- 6.) Wooden windows boast excellent insulation qualities:** “Wood is an extremely efficient insulator,” says Charl, “With regards to insulation, Swartland’s wooden windows fair exceptionally well in the market. In fact, recent independent tests conducted by the South African Fenestration and Insulating Energy Rating Association (SAFIERA) on a Swartland wooden window has shown that it had the lowest tested U-rating of all tested windows in South Africa.”
- 7.) Wooden windows are now available with double-glazing:** Double-glazing and insulation can easily reduce the energy spent on regulating the temperature in your home by as much as 50%. However, wooden windows were not always available with double-glazing – but now they are with Swartland’s range of double-glazed wooden windows.
- 8.) Wooden windows are now easy to maintain:** Beauty aside, many consumers were weary of wooden windows as they required a lot of maintenance to keep them looking good. However, since water-based sealants have been introduced to the market, maintaining your wooden windows is quick and easy. Charl explains: “If you can Wash & Wipe a window your maintenance is done.” Water-based sealants are very durable, designed to withstand even the harshest climates, they are very easy to apply, and they are comparatively very quick-drying. Swartland’s Maxicare water-based sealant for example, can withstand temperature fluctuations, it makes the wood heat-reflective (in darker colours) and fungus-resistant, and it prolongs the longevity of the wood, and it is touch-dry within a mere three hours.” He says that with Swartland’s Wash n’ Wipe Wood Maintenance Kit, you can quickly and easily keep your wooden windows looking great for longer – no more sanding is required.
- 9.) Wooden windows can come pre-sealed and preglazed:** With Swartland’s new Ready 2 Fit range, wooden windows are now available 100% complete, pre-sealed and pre-glazed, so that they will require no further treatment once installed. “This new range comprises wooden windows and doors that are pre-sealed as they are finished being manufactured. The glazing is then installed before they leave the Swartland factory, so when they arrive on-site, they are ready to be installed, with no further labour required to seal and glaze them. This not only saves the builder and homeowner time and money, but it also ensures that the windows and doors are protected against any exposure to the elements,” notes Charl.
- 10.) Wooden windows are timeless:** Today, antique wooden windows are still very much in demand, and it is easy to understand why – simply put, wooden windows offer a timeless appeal that doesn’t date, but rather grows in appeal over time. “Fashions and styles may come and go, but the classic beauty of wood is something that lasts through the

ages, and this is why wooden windows boast the best staying power when compared to other types of windows,” concludes Charl.

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