

## **PRESS RELEASE**

### **The beauty of timber windows**

*23 September 2015 2015, Johannesburg:* Cobus Lourens from Swartland Wooden Windows and Doors, explains how wooden windows can not only add beauty and warmth to a home but its is also a sustainable material that's efficient, durable and long lasting – making it the ideal window choice for a home renovation or new build.

### **Looking good**

Timber architectural accents, such as quality wooden windows, are a fundamental element of architectural design and can add an attractive and timelessly elegant aesthetic to both the interior and exterior of a home. “Beautifully crafted wooden windows can make a space look brighter and bigger than it is in reality, connecting the inside of a home to the exterior spaces, whilst adding design detail unique to your space,” explains Cobus. Wooden windows come in a variety of designs to suit a number of different architectural styles, enabling homeowners to choose windows that complement the overall design of their home.

In addition, solid wood has an innate beauty, thanks to its rich grain and organic texture, making it an element of visual appeal that is unrivalled when compared to other window materials. “Skillfully crafted wooden windows are timeless, making it the first choice for discerning architects, builders and homeowners alike,” nods Cobus, who believes that timbers' appeal is due to the fact that it doesn't date, looking good from the day it is installed and for years to come as a result of the unique patina it develops over time. He says: “Timber continues to be a classic material for windows, standing proud amidst the fleeting trends of other materials that come and go.”

Nevertheless, Swartland has kept up with the times by designing and manufacturing quality windows that maximise natural light into the home, whilst keeping it cool in summer and warm in winter. “Dark pokey homes are a thing of the past. People want spaces that are bright and inviting, and Swartland's range of windows are designed to do just that,” says Cobus. He points out the various types of windows - from ones that can be stacked alongside or above one another, to windows that can be included in angled recesses, or even custom-built to fit a particular space.

### **Well insulated**

Beauty aside, wooden windows boast excellent insulation qualities. “Swartland's range of wooden windows and doors are extremely efficient insulators, ranking high up in recent independent tests conducted by the South African Fenestration and Insulating Energy Rating Association (SAFIERA),” says Cobus.

Staying ahead of the game, Swartland's range of wooden windows are now also available with double-glazing, which is proven to reduce heat loss, lessen air leakage, and minimise the amount of energy used on regulating the temperature in your home by as much as

50%. All Swartland's Ready-2-Fit windows come pre-glazed with standard 4mm glass or 6,38mm safety glass. And for added convenience, they come pre-fitted with double-glazing and Low-E glass should you request it. "By purchasing well-insulated windows, such as Swartland's revolutionary Ready-2-Fit windows, you can go a long way to reducing the energy usage in your home and improve your overall comfort," points out Cobus.

### **Going strong**

Another benefit of wooden windows is that, if properly taken care of, they are exceptionally durable and long lasting. "When sealed with the correct products, timber windows need minimal maintenance and potentially have a significantly longer lifespan when compared to other materials," notes Cobus. Swartland's new Ready-2-Fit range of wooden windows for example, has the added benefit of coming pre-sealed, saving you time and money, and ensuring that they are adequately protected against any exposure to the elements

In addition, water-based sealants such as Swartland's Maxicare make maintenance quick and easy, notes Cobus: "This product is a cinch to apply – it boasts quick drying time, is very durable, and is designed to withstand even the harshest climates. Swartland's water-based sealant even makes the wood heat-reflective (in darker colours) and fungus-resistant, protecting it from the damaging effects of extreme temperatures, humidity, cold, rain and sunlight – ultimately prolonging the longevity of the wood."

### **Going green**

Compared to alternative building materials, the environmental benefits of wood are substantial. As a start, wooden windows are made from sustainable material that is a renewable resource, and has a smaller carbon footprint compared to other materials used to construct windows.

"Wooden windows are a more environmentally-friendly choice because the manufacturing process produces less air and water pollution, requires less energy across their lifecycle, and generate less Co2 emissions," explains Cobus. But it doesn't stop there – Swartland is continuously working to achieve its impressive set of green credentials, ensuring that its wood is sourced in a sustainable and responsible manner. "By only sourcing wood from strictly monitored sources and giving preference to responsible loggers, we ensure that we offer eco-friendly sustainable windows to our customers," affirms Cobus.

For sales enquiries, contact Swartland's National Call Centre on 0861 10 24 25, or visit [www.swartland.co.za](http://www.swartland.co.za) to find out more product information.

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