



Saving energy
at home*



Fact sheet:

Insulating homes



What it means to choose a green star product

Products marked with the green star are designed to help customers identify items within our ranges with a focus on reducing environmental impacts. Customers can use the information provided to filter and understand more about the products they're interested in or have purchased.

Why insulating at home matters

The Energy Saving Trust has found that [a quarter of a UK home's heat can be lost through the roof](#) if the property has no insulation. About [one third of UK homes that have a loft do not have adequate loft insulation](#). The [Energy Saving Trust](#) has worked to highlight the home improvements that householders should consider to help save energy. These include reducing home heat loss through insulation, thermally efficient doors and windows, and draughtproofing. Its website includes practical advice on how to effectively insulate your home.

[Ademe](#), L'Agence de l'Environnement et de la Maîtrise de l'Energie has found that in France, 25-30% of heat in an uninsulated home can be lost through the roof, 20-25% through the walls and 7-10% through the floor.

Criteria 1:

How we assess green star products



Before assessment, every green star product must meet:

- All relevant legal requirements
- All Kingfisher policy requirements

You can access the [Kingfisher policies here](#). These include Human Rights, Supply Chain Workplace Standards and Sustainable Packaging.

Products are also checked against a Watch List. The watch list contains several criteria or features, relevant to the product type, that if present disqualify the product from being marked with a green star. The relevant Watch List can be found at the end of this factsheet. The Watch List is reviewed and revised annually.

Life cycle assessments have not been completed for every green star product, but by employing policies and the Watch List Criteria in Kingfisher's Sustainable Home Product Guidelines, many factors in the life cycle of a product are considered.

The green star 'insulating homes' assessment focuses on the in-use phase of the product's life cycle. This is where the product can bring the biggest benefit to the user across its utilisation, however green star excludes products that may have other environmental aspects that are harmful either as a result of manufacture or end of life disposal.

Criteria 2:

Green star programme entry



The criteria for insulating homes is:

Insulation:

- Loft, wall and floor insulation:
 - Slab, roll and loose insulation
 - Construction and retrofit insulation
 - All materials used for insulation
 - Many insulation products are made using recycled materials.
 - Please note that multi foil insulation and PIR board insulation is not included.
- Installed insulation services:
 - Installed loft insulation.
 - Installed wall insulation (cavity and/or solid wall)

Insulation accessories:

These are products that can either help insulation to be fitted properly, perform more efficiently over a long period or enable insulation to be installed in more locations:

- Membranes that improve loft insulation performance by enabling better moisture regulation. (If made from paper, it should meet Kingfisher's Forest Positive Policy.)
- Insulated loft hatches
- Cavity closers
- Insulation wall tie retaining clips
- Loft stilts that enable storage in an insulated loft by allowing a platform to be constructed over the insulation.

Draughtproofing:

Experiencing draughts in the home indicates that heat is being lost somewhere:

- Draughtproofing products:
 - Letter box brushes
 - Under-door brushes
 - Door and window seals
 - Chimney draught excluders, including chimney 'balloons' that reduce draughts when a chimney is not in use.



- Draught excluder cushions
- Installed draughtproofing services.
- Please note that expanded foam draught proofing is excluded.

Doors and windows:

- Glazed windows and glazed external doors: $U_w \leq 1.2 \text{ W/m}^2\text{K}$:
 - The u value is based on thermal transmittance. The lower the u value, the more thermally efficient a product is.
 - The frame should be made from wood or metal. If made from wood, the wood should meet Kingfisher's Forest Positive Policy.
- Unglazed external doors: $U_w \leq 1.2 \text{ W/m}^2\text{K}$:
 - The door should be made from wood or metal. If made from wood, the wood should meet Kingfisher's Forest Positive Policy.

Please note, there is also related criteria in the green star 'Controlling energy use' and 'Insulating at home' factsheets.

Providing Criteria 1 and 2 have been met, a product can be marked with the green star.

Reviewing and confirming green star status

- ✓ All products nominated and that meet criteria 1 and 2 are assessed internally by our sustainability team and submitted to NGO Bioregional for external validation.
- ✓ Once the external review is conducted, the product can then be confirmed and marked with the green star.
- ✓ A full review is conducted annually to ensure all products continue to meet the selection criteria.

To find out more about NGO Bioregional, [click here](#)

Watch List Criteria relevant to relevant to insulation

This list includes features or aspects of products that make them unsuitable to be marked with the green star:

- ✗ Recycled plastic products where the source of the plastic is unknown and/or cannot be confirmed as being safe
- ✗ Wood or paper components that do not meet Kingfisher's Forest Positive policy.
- ✗ Products where the packaging contains PVC or expanded polystyrene.
- ✗ Products or components of products with chrome VI plating.
- ✗ Products that contain any wood or paper that does not meet Kingfisher's Forest Positive Policy.
- ✗ Products containing palm oil, cotton, rubber or leather with no evidence that the materials have been responsibly sourced.

