



Made from
alternative materials*

Kingfisher

Fact sheet:

Bamboo, Coir, Cork, Hemp, Jute



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 alternative materials matter

Alternative materials are natural materials that can be used in place of a material that can be more problematic from an environmental perspective. There are environmental risks associated with some of these materials, so additional criteria are required to reduce those risks.

- Bamboo is a fast-growing grass that can be used in place of wood, plastic or metal.
 - Products containing bamboo include flooring, lamp shades, chopping boards, garden screens and plant supports.
 - Because bamboo can be grown in deforested areas, the criteria includes a requirement for Forest Stewardship Council certification.
 - Bamboo fabric is excluded because of the high level of processing it requires.
- Coir is a by product from coconut processing. It can be used in place of peat or plastic.
 - Products containing coir include door mats, brooms and compost.
- Cork is harvested from cork oak trees without destroying the tree.
 - Cork oak forests provide an important wildlife habitat for species including the Iberian Lynx.
 - As wine bottles increasingly use screw caps, demand for cork has reduced, endangering these forests.
 - Cork can be used to replace plastic foam in insulation, sanding blocks and memo boards.
 - The criteria includes a requirement for Forest Stewardship Council certification.
- Hemp is a fast growing plant that was traditionally used to make canvas and rope. The plants use less water than cotton to produce a comparable amount of biomass.
 - Hemp can be used in place of cotton, nylon or polyester in some products.
 - Products include rope and flooring. It can also be used in insulation and building materials.

- Jute is also known as hessian or burlap. Jute plants grow in similar conditions to rice, growing to over 10 feet high, producing long fibres that can be used to make textiles. Jute can help to return nutrients to the soil and improve soil structure, [making it better for rice production](#) if used in crop rotation.
 - Jute can be used in place of cotton, nylon or polyester in some products.
 - Products include fabrics, string and mats.

Criteria 1:



How we assess Green Star products

Every product should 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.

Pertinent to compost are Kingfisher's policies for sourcing wood responsibly, including wood fibre which is a key component of bagged compost.

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 'made from alternative materials' assessment focuses on the materials' phase of the product's life cycle for products where the choice of materials can have a significant potential impact. Green star excludes products that may have other environmental aspects that are harmful linked to in-use or end of life disposal phases.

Criteria 2:



Green star programme entry

The criteria for 'made from alternative materials' is:

- The alternative material should comprise 50% or more of the product by weight.
- The alternative material should be one of the following:
 - Bamboo certified by the Forest Stewardship Council.
 - Bamboo fabric is excluded.
 - Coir, coconut fibre.
 - Cork certified by the Forest Stewardship Council.
 - Hemp.
 - Jute, hessian.

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



Reviewing and confirming green star status

- ✔ All products nominated are assessed internally by our sustainability team and submitted to NGO Bioregional for external validation. Assessments and validation aim to establish if a product meets Criteria 1 and 2. To find out more about NGO Bioregional, [click here](#)
- ✔ 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.

Watch List Criteria relevant to alternative materials

These criteria highlight product features that make them unsuitable for green star assessment:

- ✘ Products containing palm oil, cotton, rubber or leather with no evidence that the materials have been responsibly sourced.
- ✘ Products that can cause environmental problems when they enter the environment including:
 - ✘ Single-use disposable cleaning wipes
 - ✘ Single-use personal protective equipment
 - ✘ Products designed for use with swimming pools or spas.
 - ✘ Products supplied with single-use disposable batteries
 - ✘ Product with components made from paper or wood that do not meet Kingfisher's Forest Positive policy.

Products where the packaging contains PVC or expanded polystyrene.

Checked July 2025.