



Made from
recycled materials*

Fact sheet:

Recycled Paper and Board



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 recycling paper and cardboard matters

The World Wildlife Fund estimates that the pulp and paper industry uses between [33% and 40% of all industrial wood traded globally](#). Ensuring that paper and cardboard is made from responsibly sourced materials is important in addressing deforestation.

As well as checking that paper and pulp production is not contributing to deforestation, making use of recycled materials is also important.

Using wastepaper as a resource can help to reduce the need to use virgin pulp. Recycling paper keeps it out of landfill and [recyclenow estimate](#) that recycling paper reduces CO2e emissions by 20% compared to incinerating.

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.



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 recycled materials' assessment focuses on the materials' phase of the product's life cycle for products where this is 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 recycled paper or cardboard' is:

- It should contain 95% or more recycled post-consumer wastepaper or cardboard.
- For products containing more than one material, the main material (determined by weight) is assessed.
- For products comprising more than one material, the percentage of recycled material is calculated as the percentage of the whole product by weight.

The assessment is of the product, not the packaging.

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 recycled paper and board

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

- ✗ Products linked to solid fuel burning, including recycled material briquettes.
- ✗ Product with components made from paper or wood that do 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.
- ✗ Products where the packaging contains PVC or expanded polystyrene.

Checked July 2025.

