



Made from
recycled materials*

Kingfisher

Fact sheet:

Recycled plastics



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 recycling plastic matters

The [UN Environment Programme](#) estimates that 400 million tonnes of plastic are produced globally yet only 9% is estimated to have been recycled. 11 million tonnes of plastics were estimated to have entered aquatic ecosystems.

The [World Bank](#) estimates that the plastic industry accounts for 6% of global oil consumption, extracted and processed using energy intensive processes.

Keeping plastics in use and out of waste streams for longer can help to make better use of this material. Recycling plastics from packaging into durable, long-lasting products is one way to mitigate the impact of plastics.

Please note that there are separate factsheets for Workwear and Home Furnishings, both of which cover recycled plastics in textiles.

Based on the end-of-life impact for single use disposable products and composite materials, both are excluded from green star. However, virgin plastic should be replaced wherever possible with positively defined alternatives in these products and materials.

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 plastic' is:

- It should contain 50% or more recycled post-consumer waste plastic. For products containing more than one material, the main material (determined by weight) is assessed. For example, a product where plastic comprises 20% of its weight should not be assessed for the criteria for "Made from recycled materials - recycled plastics".
- For products comprising more than one material, the percentage of recycled plastic is calculated as the percentage of the whole product by weight.
- All recycled plastic must be safe to use.
 - The Global Recycled Standard (GRS) is a scheme that is used to ensure chain of custody for recycled plastics.
- Single use disposable products are excluded (for example, bin liners) as are products where the recycled plastic is in composite form (for example, composite decking where recycled plastic is fused with rice husks or wood fibre).

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 plastics:

These criteria list features of products that make them unsuitable for green star assessment:

- ✗ Recycled plastic products where the source of the plastic is unknown and/or cannot be confirmed as being safe.



- ✘ Specified products that can have a negative impact if they enter the wider environment including:
 - Glitter.
 - Single-use disposable wipes.
 - Artificial grass and artificial plants.
- ✘ Single use products where there is an effective reusable alternative including:
 - Roller tray liners.
 - Single use batteries, products supplied with single use batteries.
- ✘ 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.

