



Made from responsibly sourced materials*

Fact sheet:

Third Party Eco-Labels



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 eco-labels matter

Labelling products with environmental information can help customers to make informed decisions. There are many schemes that consider the environmental impacts that arise from making and using products. They can vary in credibility and transparency, but the best meet the internationally recognised ISO14024 standard which requires that the label:

1. considers multiple criteria of a product's environmental impact throughout its life cycle.
2. is verified by an independent third party
3. makes use of recognised standards.

This Fact Sheet focuses on specified eco-labels that meet ISO14024, are voluntary, that assess a number of environmental factors across a product's life cycle and that require 3rd party verification. All eco-labels should be reliable, transparent, independently verified, and regularly reviewed.

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.

Criteria 2:

Green Star programme entry



The Green Star 'eco-labels' assessment is based on a product qualifying for a specified eco label scheme as described in Criteria 2. All of the specified schemes are defined as Type 1 in ISO14024, are voluntary, have multiple criteria and address several environmental impacts of products across their full life cycle. All are third party verified.

The whole product should qualify for one of the following eco label schemes:

- Blue Angel (Blauer Engel) [link to the label's website](#)
- Cradle to Cradle [link to the label's website](#)
- EU Ecolabel [link to the label's website](#)
- Natureplus [link to the label's website](#)
- Nordic Swan Eco-Label [link to the label's website](#)
- NF Environnement [link to the label's website](#)

Providing Criteria 1 and 2 have been met, a product can 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 third party eco-labels

This criteria lists features of products that make them unsuitable for Green Star assessment:

- ✘ Products containing specified carbon intensive materials:
 - Products containing peat.
 - Specified oil derivatives and products that use these oil derivatives: petrol and diesel, paraffin and kerosene, oil-based lubricants, bitumen.
 - Coal (including blended briquettes)
 - Product with components made from paper or wood that do not meet Kingfisher's Forest Positive policy.
 - Products containing palm oil, cotton, rubber, biobased materials or leather with no evidence that the materials have been responsibly sourced.

- ✘ Specified products that are linked to inefficient use of resources:
 - Products designed for use with swimming pools, paddling pools or spas.
 - Energy using products required to meet Ecodesign Energy-related Products requirements (ErP) that are Watch Listed in the Sustainable Home Product Guidelines because they have a low energy label rating.
 - Basin taps, kitchen taps, showers, baths and toilets that are Watch Listed in the Sustainable Home Product Guidelines because of their water efficiency.
 - Windows and doors with a u value greater than 1.6 W/m²K. Lower u values reflect better thermal efficiency.
 - Single use, disposable products where an effective reusable alternative is widely available.

- ✘ Specified products and materials that have been linked environmental problems:
 - Single-use disposable cleaning wipes
 - Single-use personal protective equipment
 - Glitter
 - Artificial turf
 - Products made from PVC or uPVC.

- ✘ Specified products linked to pollution:
 - Particulate air pollution: incinerators, fire pits, chimineas, charcoal barbecues, charcoal, peat fuel and coal fuel, wood for burning, including pellets and kindling, alternative solid fuels including logs made from waste materials, boilers, stoves and heaters designed to burn solid fuel, candles, gas hobs.
 - Nitrogen Oxides (NOx) air pollution: petrol powered tools and accessories.
 - Volatile Organic Compound (VOC) air pollution: solvent based paints and wood treatment, products meeting or exceeding the following volatile organic compound standards:



- 25% “Medium” or worse based on UK globe VOC labelling
 - C or worse based on French VOC labelling.
- ✘ Products where the packaging contains PVC or expanded polystyrene.

Checked July 2025

