



Made using lower
impact manufacturing*

Kingfisher

Fact sheet:

Ceramic tiles



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 tile production matters

Ceramic tiles provide a durable covering for walls and floors in our homes, but producing tiles can have a high environmental impact.

To make tiles, clay is combined with water, powders and other additives. The tiles are then dried and fired in kilns at high temperatures, requiring large amounts of energy. This makes tile production a carbon intensive process.

In 2021, a [new voluntary standard](#) was developed by the trade body Ceramics of Italy that addresses the impact of manufacturing tiles: [ISO 17889-1:2021](#) "Ceramic tiling systems — Sustainability for ceramic tiles and installation materials Part 1: Specification for ceramic tiles". It has been designed to be used globally. Manufacturers apply for the assessment for their ceramic tiles.

This standard provides a sustainability assessment of tiles' lifecycle including 38 environmental, social and economic factors with a multi rating scoring structure. The standard has 15 mandatory requirements that act as prerequisites. A further 23 voluntary requirements can then be assessed to calculate a score between 100 and 130. To meet the standard, the manufacturer must meet all 15 mandatory requirements and score 117.5 from the voluntary requirements.

The requirements include assessing energy used for drying and firing as well as water stewardship, raw material sourcing, pollution factors, reusing waste from production and occupational health and safety.

ISO17889-1 was the first standard that defined international parameters for measuring the impact of manufacturing a ceramic tile. Kingfisher has been encouraging its ceramic tile vendors to meet this ISO standard, but to do so with third party verification to certify conformity. Kingfisher checks that if a vendor declares that the tiles supplied to a

Kingfisher banner (B&Q, Screwfix, Castorama, Brico Depot) meet this standard that the certificate is valid and has third party verification.

The ceramic tile factories that meet this standard demonstrate production at a lower level of environmental impact than a factory failing to do so.

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 'ceramic tiles' assessment focuses on the production phase of the product's life cycle for products where processes have significant potential impacts, including energy and water use. Green star excludes products that may have other environmental aspects that are harmful linked to materials, in-use or end of life disposal phases.

Criteria 2:



Green star programme entry

The green star 'ceramic tiles' assessment is based on the tile's manufacturer achieving ISO 17889-1:2021 "Ceramic tiling systems — Sustainability for ceramic tiles and installation materials Part 1: Specification for ceramic tiles.":

- Tile produced by a manufacturer who has been awarded ISO 17889-1:2021 where the application has been verified by a third-party assessor.

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 ceramic tiles:

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

- Products containing any specified carbon intensive materials:
 - 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 specifically for use with swimming pools, paddling pools or spas.
- Specified products linked to pollution:
 - Volatile Organic Compound (VOC) air pollution: solvent based paints and wood treatment, products meeting or exceeding the following volatile organic compound standards:
 - C or worse based on French VOC labelling.
- Products where the packaging contains PVC or expanded polystyrene.

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