



Saving energy
at home*

Fact sheet:

Insulating homes



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 insulation matters

The Energy Saving Trust has found that a [quarter of a UK home's heat](#) can be lost through the roof if the property has no insulation. About [one third of UK homes that have a loft do not have adequate loft insulation](#). The [Energy Saving Trust](#) has worked to highlight the home improvements that householders should consider to help save energy. These include reducing home heat loss through insulation, thermally efficient doors and windows, and draughtproofing. Its website includes practical advice on how to effectively insulate your home.

[Ademe](#), L'Agence de l'Environnement et de la Maîtrise de l'Energie has found that in France, 25-30% of heat in an uninsulated home can be lost through the roof, 20-25% through the walls and 7-10% through the floor.

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, Animal Welfare and Sustainable Packaging.

If a product does not meet all relevant legal requirements and all relevant Kingfisher policies, it cannot be assessed for the green star product mark.

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 criteria 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 'Insulating Homes' assessment focuses on the in-use phase of the product's life cycle. This is where the product can bring the biggest benefit to the user across its utilisation, however green star excludes products that may have other environmental aspects that are harmful either as a result of manufacture or end of life disposal.

Criteria 2:

Green star programme entry

The criteria for 'insulating homes' are:

- **Insulation:**
 - Loft, wall and floor insulation:
 - Slab, roll and loose insulation
 - Construction and retrofit insulation
 - Installed insulation services:
 - Installed loft insulation.
 - Installed wall insulation (cavity and/or solid wall)
 - Please note that multi foil insulation and PIR board insulation are excluded.
- **Insulation accessories:**
 - These are products that can either help insulation to be fitted properly, perform more efficiently over a long period or enable insulation to be installed in more locations:
 - Membranes that improve loft insulation performance by enabling better moisture regulation.
 - Insulated loft hatches
 - Cavity closers
 - Insulation wall tie retaining clips
 - Loft stilts that enable storage in an insulated loft by allowing a platform to be constructed over the insulation.
- **Draught proofing:**
 - Experiencing draughts in the home indicates that heat is being lost somewhere. Draughtproofing products include:
 - Letter box brushes
 - Under-door brushes
 - Door and window seals
 - Chimney draught excluders, including chimney 'balloons' that reduce draughts when a chimney is not in use.
 - Draught excluder cushions
 - Installed draughtproofing services.
 - Please note that expanded foam draught proofing is excluded.
- **Thermally efficient doors and windows:**
 - Doors and windows with uPVC frames are excluded. Thermal transmittance is measured using u values. The lower the u value, the more thermally efficient a product is.
 - Glazed windows and glazed external doors: $U_w \leq 1.2 \text{ W/m}^2\text{K}$.



- Unglazed external doors: $U_w \leq 1.2 \text{ W/m}^2\text{K}$.

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.
- Once the external validation is complete, 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.

To find out more about NGO Bioregional, [click here](#)

Watch List Criteria relevant to insulating homes

This list includes features or aspects of products that make them unsuitable to be marked with the green star:

- Recycled plastic products where the source of the plastic is unknown and/or cannot be confirmed as being safe
- Wood or paper content or components that do not meet Kingfisher's responsible sourcing requirements.
- Products where the packaging contains PVC or expanded polystyrene.
- Products containing palm oil, cotton, rubber or leather with no evidence that the materials have been responsibly sourced.

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