



# Sustainable Packaging Policy Guidelines

[www.kingfisher.com/PackagingGuidelines](http://www.kingfisher.com/PackagingGuidelines)

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# Sustainable Packaging Policy Guidelines

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This document sets out our Sustainable Packaging Policy Position Statement and details of how we will implement the policy.

## Our Policy position

### Sustainable Packaging Policy Position Statement

[www.kingfisher.com/PackagingPolicy](http://www.kingfisher.com/PackagingPolicy)

#### Policy vision

Recognising the increasing concern around the environmental impacts of unsustainable packaging materials, we aim to continuously strive to improve the sustainability of our packaging whether through Kingfisher or vendor led initiatives.

#### Objectives

Our Own Exclusive Brand (OEB) product packaging must have the lowest possible environmental impact while protecting, delivering and presenting our brands in perfect condition to our customers. This means:

- We will use Eco-design principles to never overpackage our products.
- We aim to minimise packaging waste within our supply chain.
- We aim to maximise the use of recycled materials in our packaging.
- We will adopt reusable alternatives to traditional packaging formats where possible.
- We will eliminate problematic and unnecessary packaging materials.
- We will use materials which are widely recycled.
- Any packaging waste generated throughout our business will be recycled using the most efficient processes.
- We will explore any viable closed loop recycling schemes for our packaging waste.
- We will seek to replace and ultimately eliminate all single use plastics in our packaging.

# How we will implement the Policy

## Scope of the Policy

All primary, secondary and tertiary packaging for our Own Exclusive Brand (OEB) products.

## Policy requirements

All packaging supplied for Own Exclusive Brand (OEB) products must meet the following requirements:<sup>1</sup>

- Fibre-based packaging (i.e. paper and board) is our preferred packaging material and must be 100% sustainably sourced in line with Kingfisher's Forest Positive Policy at [www.kingfisher.com/ForestPositivePolicy](http://www.kingfisher.com/ForestPositivePolicy); see **Definitions** for details of how we define and measure this.
- Where the use of plastic packaging is unavoidable:
  - We will only accept packaging constructed from one of the below single core polymers, in order of preference:
    1. Polypropylene (PP).
    2. Polyethylene Terephthalate (PET).
    3. High density polyethylene (HDPE), Low density polyethylene (LDPE).
  - All plastic packaging must contain a minimum of 30% recycled content; see **Definitions** for details of how we define and measure this.
  - Non-recyclable plastics are not acceptable (as defined below). These include polyvinyl chloride (PVC), expanded polystyrene (EPS/PS), oxo-degradable or black pigmented plastics.
  - Compostable bioplastics will be acceptable with agreement from the Kingfisher Packaging Team.
- We will encourage innovation to remove single use plastic from our packaging; this includes hybrid packaging formats that combine multiple materials such as traditional blister packaging.
- All Kingfisher packaging must be domestically widely recycled and must include the appropriate recycling labelling.
- Any printed packaging must be produced using sustainable inks, varnishes and adhesives, minimising the use of solvents, and must not contain harmful chemicals.
- Where current materials meet the above requirements, we must avoid excessive material usage and explore ways of optimising secondary and tertiary/transit packaging where possible.
- All our packaging must be compliant with current UK and EU legislation.

## Packaging targets for Own Exclusive Brand (OEB) products

- By the end of 2022 – All OEB plastic packaging to contain a minimum 30% recycled content.
- By the end of 2022 – Remove all EPS and PVC packaging from OEB products.
- By the end of 2025 – 25% reduction in all OEB plastic packaging by weight.
- By the end of 2025 – All paper and board packaging used on OEB products to be 100% sustainably sourced.

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<sup>1</sup> This is not an exhaustive list. If the nature of the product requires a specific type of packaging material which is not covered in this policy (e.g. chemical products), exceptions can be made but are subject to approval by the Kingfisher Packaging Team.

## Definitions

### Own Exclusive Brand (OEB) products:

Our own brands (e.g. Site, Mac Allister) or products made exclusively for us. These will have the name of Kingfisher International Products (KIPL) on the product and/or packaging.

### Primary packaging

Primary packaging is any material that is used to contain and protect the finished product, including any internal inserts or parts, that is disposed of by the end consumer.

### Secondary packaging

Secondary packaging is any material that is used in addition to the primary product packaging to protect Group product units or display the product and its primary packaging during transit and/or merchandising in store. This includes shelf ready packaging (SRP) and is most often seen by the end consumer.

### Tertiary/transit packaging

Transit packaging is any material that is used to protect and aid handling of individual products or secondary packaging during shipment and distribution of the product. This includes pallets, strapping and stretch wrap and is rarely seen or handled by the end consumer.

### Forest Positive

In 2020, Kingfisher made a commitment to become Forest Positive by 2025. This means creating more forests than we use through supporting reforestation projects from 2021. See our Forest Positive Policy at [www.kingfisher.com/ForestPositivePolicy](http://www.kingfisher.com/ForestPositivePolicy).

### Plastic packaging

Where the use of plastic packaging is unavoidable, you must only use one of the below widely recycled core polymers with a minimum of 30% recycled content, in order of preference:

1. Polypropylene (PP).
2. Polyethylene terephthalate (PET).
3. High density polyethylene (HDPE), Low density polyethylene (LDPE).

The following plastics are not acceptable as packaging materials for products supplied to Kingfisher and must be replaced with widely recycled alternatives:

1. Expanded polystyrene (EPS), Polystyrene (PS).
2. Polyvinyl chloride (PVC).
3. Oxo-degradable plastics that break down to create microplastics.
4. Plastics coloured using carbon black masterbatch.

### Compostable bioplastics

Compostable bioplastics that are safe to be home composted may be suitable alternatives to conventional plastic packaging materials. Bioplastics that require industrial composting environments to degrade will not be accepted in regions where the infrastructure is not widely available. The use of any bioplastic must be agreed by the Kingfisher Packaging Team.

### Hybrid packaging

Hybrid packaging is any packaging solution that is produced using a combination of different materials that cannot be easily separated by the end consumer to recycle efficiently. Hybrid packaging solutions and materials must be replaced with suitable mono-material packaging solutions that are widely recycled.

### Domestically widely recycled

Domestically widely recycled means that the material is accepted through kerbside recycling schemes. All Kingfisher packaging materials must be produced using widely recycled materials, ensuring the best possibility that our packaging will get recycled efficiently.

## Post-consumer

Post-consumer recycled (PCR) waste is waste material produced by the end consumer and collected through domestic recycling schemes after the material has served its purpose, that would otherwise end up in landfill or incineration.

## Post-industrial/Pre-consumer

Post-industrial or Pre-consumer recycled (PIR) waste is waste material produced through the manufacturing process before the material has reached the consumer and served its purpose. This must have been reprocessed by a separate facility.

## 30% recycled content in plastics

A minimum of 30% recycled content is required in any plastic material used in our packaging. This may be calculated using a mass balance approach. Both post-consumer and post-industrial recycled waste may be used, except for scrap and regrind. For plastic to be accepted as recycled content, the waste must have been reprocessed by a separate facility. You must provide Kingfisher with suitable evidence of any recycled content claims, e.g. waste transfer notes, Global Recycled Standard certification.

## Scrap and regrind

Scrap and regrind is waste that is generated through the manufacturing process of packaging materials that have been reprocessed in-house. This will not be classified as recycled content unless it has been reprocessed by an independent facility.

## Sustainably sourced paper and board (i.e. fibre-based packaging)

Any paper and board used in packaging must be sustainably sourced in line with Kingfisher's Forest Positive Policy at [www.kingfisher.com/ForestPositivePolicy](http://www.kingfisher.com/ForestPositivePolicy). Kingfisher defines this as being one of the following:

- **Recycled:**
  - **FSC® or PEFC™ certified recycled**, with FULL Chain of Custody throughout the supply chain.
  - **Verified post-consumer recycled content** – a minimum of 50%, with a preference for 70%; any remaining fibre must come from Controlled sources as set out in our Vendor Guidelines on Responsible Sourcing of Wood and Paper at [www.kingfisher.com/WoodGuidelines](http://www.kingfisher.com/WoodGuidelines).
- **Sustainably managed** (in order of preference):
  - **FSC® certification** with FULL Chain of Custody throughout the supply chain; note – this is the only certification scheme we accept for paper and board packaging harvested from tropical countries.
  - **PEFC™ certification** with FULL Chain of Custody throughout the supply chain.

All suppliers of packaging must also comply with requirements set out under the UK Timber Regulation and EU Timber Regulation.

### FSC® (Forest Stewardship Council®)

[www.fsc.org/en/chain-of-custody-certification](http://www.fsc.org/en/chain-of-custody-certification)

### PEFC™ (Programme for the Endorsement of Forest Certification)

[www.pefc.org/standards-implementation](http://www.pefc.org/standards-implementation)

## Support and questions

If you have any questions about this policy, please email [packaging@kingfisher.com](mailto:packaging@kingfisher.com)

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Document owner: **Kingfisher Director of Responsible Business and Packaging  
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This document is available on the Kingfisher website at  
[www.kingfisher.com/PackagingGuidelines](http://www.kingfisher.com/PackagingGuidelines)

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