Directive 98/6/EC of the European Parliament and of the Council of 16 February 1998 on consumer protection in the indication of the prices of products offered to consumers

Article 3

- The selling price and the unit price shall be indicated for all products referred to in Article 1, the indication of the unit price being subject to the provisions of Article 5. The unit price need not be indicated if it is identical to the sales price.
- 2 Member States may decide not to apply paragraph 1 to:
- products supplied in the course of the provision of a service,
- sales by auction and sales of works of art and antiques.
- For products sold in bulk, only the unit price must be indicated.
- Any advertisement which mentions the selling price of products referred to in Article 1 shall also indicate the unit price subject to Article 5.