
STATUTORY INSTRUMENTS

1991 No. 1382

The Price Marking Order 1991

Special provisions relating to jewellery and precious metals

17.—(1) The obligation to indicate the selling price referred to in article 3(1) above in cases where the goods concerned are items of jewellery or precious metal priced in excess of £2,500 and which are displayed in a window of the premises where they are for sale may, in lieu of the indication required under article 8(3) above, be complied with in one of the following ways, namely—

- (a) by indicating on or next to the goods a code number by reference to which the prospective purchaser can by entering that number on an external keypad obtain a visual indication of the price; or
- (b) by showing to the prospective purchaser before he offers to purchase the goods an indication of the price in a catalogue or price list or as a visual display on a screen or unit.

(2) The obligation to indicate the selling price referred to in article 3(1) above in cases of items the price of which varies from day to day according to the price of the precious metals contained in them may be complied with by indicating, in a manner which complies with article 8(2) above, on, or in close proximity to, each of the items—

- (a) the weight, type and standard of fineness of each precious metal contained in them, and
- (b) any element of the price which is not referable to weight,

accompanied by a legible notice stating the price per unit of weight for the type and standard of fineness of each precious metal contained in the items on display.

(3) In this article “precious metal” means gold, silver or platinum, or any other metal to which by an order under section 17 of the Hallmarking Act 1973(1) the provisions of that Act are applied and “standard of fineness” means any one of the standards of fineness specified in column (2) of paragraph 2 of Schedule 2 to that Act.