
STATUTORY INSTRUMENTS

1999 No. 3042

The Price Marking Order 1999

Manner of indication of selling price and unit price

7.—(1) The indication of selling price, unit price, commission, conversion rate or change in the rate of Value Added Tax shall be—

- (a) unambiguous, easily identifiable and clearly legible;
- (b) placed in proximity to the products to which it relates; and
- (c) so placed as to be available to consumers without the need for them to seek assistance from the trader or someone else on his behalf in order to ascertain it.

(2) The indication of any charges for postage, package or delivery of a product shall be unambiguous, easily identifiable and clearly legible.

(3) Where, in addition to a unit price, a price per quantity is indicated in relation to a supplementary indication of quantity expressed in imperial units of measurement, the unit price shall predominate and the price per imperial quantity shall be expressed in characters no larger than the unit price.