



Executive Manager: Maggie Dunne
Director: Phil Crossland

Environmental Health & Trading Standards
Infrastructure Services Department
Grantfield
Lerwick
Shetland, ZE1 0NT

TRADING STANDARDS SERVICE

NOTES FOR GUIDANCE

Telephone: 01595 744887
Fax: 01595 744804
trading.standards@shetland.gov.uk
www.shetland.gov.uk/tradingstandards

Price Indications

The Price Marking Order 2004 requires you to indicate clearly and unambiguously the selling price and, where relevant, the unit price of goods which you offer for sale to consumers.

It applies to products only, and does not apply to services or products supplied in the course of the provision of a service. The Order also does not apply to sales by auction, or to sales of works of art or antiques.

Note: Our **Unit Pricing** guidance gives full details about the unit pricing requirements of the Price Marking Order.

What does the Order require?

Where you are offering goods for retail sale, you must indicate to consumers in writing the selling price and (where appropriate) the unit price (for example, 65p per 100 grams). This requirement applies to goods offered in shops, catalogues and online.

How should you indicate prices?

When selling to the general public, all pricing information must be clearly legible, unambiguous, easily identifiable and inclusive of VAT and any additional taxes.

You must display relevant pricing information close to each different product.

In advertisements which invite consumers to enter into distance contracts (for example, online or mail order sales), the pricing information must be close to a picture or written description of the product.

In relation to sales by telephone, price indications must be clearly audible and linked to the subject of the transaction.

You may choose to mark the price of each item on the goods themselves, on a ticket or notice near to the goods, or grouped together with other prices on a list or catalogue in close proximity to the goods. If you work with counter catalogues, there should be sufficient copies for consumers to refer to.

You must indicate the unit price for products sold loose from bulk (for example, fruit and vegetables, meat, fish and petrol).

What about advertisements?

An advertisement which merely promotes a product, without offering a direct method of making a purchase, need not indicate a selling price.

Pricing information must be available (that is, clearly visible and legible) to consumers, without them having to ask for assistance in order to see it. Legibility refers to a consumer with normal sight. You must also comply with the Disability Discrimination Act 1995, and take account of the special needs of elderly people and people with disabilities. The Royal National Institute for the Blind offers very useful information to assist us all in making written information available to people with sight problems (for further information see www.rnib.org.uk).

Goods which you keep out of consumers' sight are exempt from price marking, until you give any indication that they are for sale.

What about goods in shop windows?

You must indicate clearly pricing information for items displayed for sale in a shop window.

This requirement does not apply to jewellery, watches and precious metals, where the individual selling price is more than £3 000. These items need not bear pricing information in close proximity to them (that is, in the window display). You must, however, still display the relevant pricing information elsewhere (for example, by means of a price list within the shop).

Window displays (containing only items which are not removed from the display and sold to consumers) fall within the definition of 'advertisement', and are exempt from the requirement to indicate prices.

May price indications be in a foreign currency?

If you indicate that you are willing to accept foreign currency for the purchase of a product, you must also display the selling price in the relevant foreign currency (together with any commission to be charged), or clearly display the conversion rate (together with the commission to be charged), and indicate that these do not apply to transactions made using a payment (credit or debit) card for a non-sterling account.

Remember, any price indications relating to foreign currency must be in addition to the price indication in pounds sterling.

What about VAT and other charges?

All price indications which can be seen by consumers must include VAT and any other compulsory charges or taxes. You may choose to show separately postage, packing or delivery charges, as long as they are unambiguous, easily identifiable and clearly legible.

If the rate or application of VAT or any other tax changes, you may (for up to 14 days after the change takes effect) display in store general notices indicating that prices will be adjusted at the till to reflect the change in tax. In such circumstances, you may also continue to distribute catalogues and sales literature, provided you attach a label indicating that prices will be adjusted to reflect the change, or there is sufficient information to allow adjusted prices to be established, or a supplement which enables consumers to establish the selling price accompanies the catalogue/sales literature.

Price reductions & comparisons and special offers

The Consumer Protection from Unfair Trading Regulations 2008 prohibit, among other things, any commercial practice which contains false information or which deceives or is likely to deceive the average consumer in relation to the price of a product. In other words, you must ensure that your price indications are accurate and not in any way misleading to consumers. Please ask the Trading Standards Service for further guidance about price reductions & comparisons and special offers.

This is not an authoritative document on the law and is only intended for guidance.

For a copy of this document on audio cassette, in large print or Braille, or if you require assistance in reading this, please contact the Council's Policy Unit.

Shetland Islands Council Policy Unit
Town Hall, Hillhead, Lerwick, Shetland ZE1 0HB

Tel: 01595 744537

Email: policy@shetland.gov.uk

This document is also available at www.shetland.gov.uk/tradingstandards

Do you require the services of an interpreter?

If you do, please contact **01595 744537** for assistance.

We will provide an interpreter, or we can supply the document in your choice of language.

你是否需要傳譯服務?

如果需要，請致電 01595 744537 尋求幫助。

我們會適當地為你安排傳譯人員或者提供你需要文字的文件。

ਕੀ ਤੁਹਾਨੂੰ ਕਿਸੇ ਇੰਟਰਪਰੈਟਰ (ਤੁਰਸੀਆ) ਦੀਆਂ ਸੇਵਾਵਾਂ ਦੀ ਲੋੜ ਹੈ?

ਜੇਕਰ ਤੁਹਾਨੂੰ ਲੋੜ ਹੈ ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ ਸਹਾਇਤਾ ਲਈ 01595 744537 ਤੇ ਸੰਪਰਕ ਕਰੋ।

ਜਿਥੇ ਸੰਭਵ ਹੈ ਸਕਿਆ ਇੰਟਰਪਰੈਟਰ ਉਪਲਬਧ ਕਰਵਾਇਆ ਜਾਏਗਾ ਜਾਂ ਤੁਹਾਡੀ ਪਸੰਦ ਵਾਲੀ ਭਾਸ਼ਾ ਵਿਚ ਦਸਤਾਵੇਜ਼ ਭੇਜਿਆ ਜਾਏਗਾ।

आपनि कि एकजन दोभाषीर साहाय्य चान ?

यदि आपनार प्रयोजन থাকे ताहले अनुग्रह करे योगायोग करन -01595 744537
येथाने सञ्चव सेथाने एकजन दोभाषीर ब्यवस्था करे हबे अथवा आपनि ये भाषाते छ
दलीलति अनुवाद करे आपनाके प्रदान करे हबे ।

کیا آپ کو انٹریپرٹری کی ضرورت ہے؟

اگر ایسا ہے تو پھر (انٹریپرٹری) مدد حاصل کرنے کیلئے فون نمبر 01595 744537 پر بات کریں۔

جہاں ممکن ہو اوہاں انٹریپرٹری کی سہولت فراہم کی جائے گی یا پھر (مطلوبہ) دستہ ویز کارتر جمہ آپ کی

پسندیدہ زبان میں فراہم کیا جائے گا۔