

# Price indications for goods

## Trading Standards information

[www.southwark.gov.uk](http://www.southwark.gov.uk)

### 1. Main legal requirements

The selling prices of virtually all goods offered for retail sale must be written down so that customers can see what they will have to pay. In certain cases unit prices (eg. a price per kg) must also be stated.

The price that someone will have to pay is key to their purchasing decision so it must not be misleading, unclear, unintelligible, ambiguous or untimely.

### 2. How should I show the prices?

You do **not** have to put a price ticket on every individual item although many businesses find this method the most convenient.

Alternatives could be;

- to put the prices on the shelf or box where the goods are displayed or,
- to display a price list close to the goods.

In all circumstances the price of goods should be easily identifiable and be clearly legible to prospective customers. This includes goods in shop window displays if they can be removed for purchase.

### 3. When do unit prices have to be indicated?

If goods are sold loose from bulk, in other words they are not pre-packed, the unit price must be written down. For example, where customers choose meat, or fruit and vegetables, from a quantity on display, the price per kilogram (kg) must be given. A price per pound (lb) may also be given to supplement this.

Where goods of the same type are ready for sale in wrappers, packages or containers, but the quantity in each is not the same, the unit price must again be given. For example, where pre-packed pieces of cheese of varying weight are on display, the price per kilogram (kg) must be given.

There are further specific requirements for the sale of meat, fish, poultry, cheese and fresh fruit and vegetables. Separate information leaflets are available if required.

**Continued/...**

#### **4. Does the price have to include VAT and other charges?**

Yes - the price must include VAT unless the sales are exclusively to business customers, for example as they would be at wholesalers.

If the customer has to pay for other goods or services before the goods can be obtained, for example a delivery charge, the charges must be included in the price. Alternatively, the additional charges may be shown with equal prominence to the price.

#### **5. Price reductions**

When the price of some, or all, of your goods is reduced, for example during a sale, this can be shown by means of general notices. It must be clear which goods the reduction applies to.

Separate guidance on pricing practices such as sales and price reductions is available on request.

#### **6. What are the main exceptions?**

These requirements do not apply to antiques or goods sold by auction.

Goods which are supplied in the course of providing a service, for example where a builder provides materials for a job, are also exempt.

#### **7. What happens if I don't comply with the pricing requirements?**

These requirements exist to enable fair competition between businesses and to help consumers. They are contained in the Price Marking Order 2004 which was made under the Prices Act 1974. Misleading consumers about prices and unfair trading is subject to the Consumer Protection from Unfair Trading Regulations 2008.

Failure to comply could result in prosecution and on conviction the Courts may impose a fine.

#### **8. Further information**

If you require further assistance on these pricing requirements, or would like additional guidance, please contact us.

*Other relevant leaflets available include:-*

- *Selling and pricing meat fish & poultry*
- *Selling and pricing fresh fruit & vegetables*
- *Selling and pricing cheese*
- *Extra charges for non-cash payments*
- *BIS Pricing Practices Guide*
- *BIS guidance on the Consumer Protection from Unfair Trading Regulations 2008*