

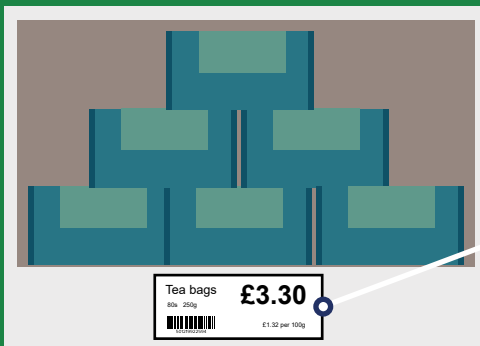
Pricing in store – are you breaking the law?



You must clearly display the total selling price in writing.

It should be obvious to your customers what the price is, without them having to get help from a member of staff. Prices should:

- be clearly displayed;
- be easy to read;
- be close to the relevant product; and
- match what the customer is charged at the till.



- 1 If your shop has a floor area or display over 280m² (square metres), you must provide additional 'unit price' information



No price information provided.



- 1 Prices not displayed in all areas of the shop

- 2 Do not hide the price behind other products or labels





Do not display different prices for the same product.



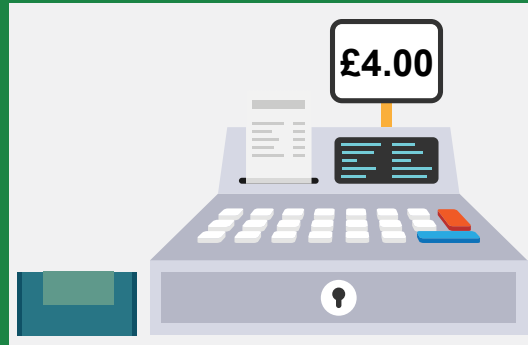
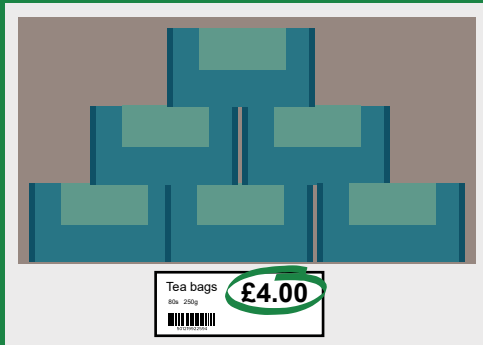
1 £1.00 on the bottle but £2.00 displayed on the shelf



2 Two different prices for identical products



You must match the price to what you charge at the till.



When increasing prices - make sure the shelf labels have been changed before charging a different price at the till.



Do not display the wrong price label next to a product.



If your prices are wrong, you could be breaking the law. Don't mislead customers. Organisations, such as Trading Standards or the Competition and Markets Authority (CMA) can take action - you could be fined.

For more advice on providing price information – visit:
www.businesscompanion.info and search 'providing price information'

In Northern Ireland - visit:
www.nibusinessinfo.co.uk/content/pricing-information