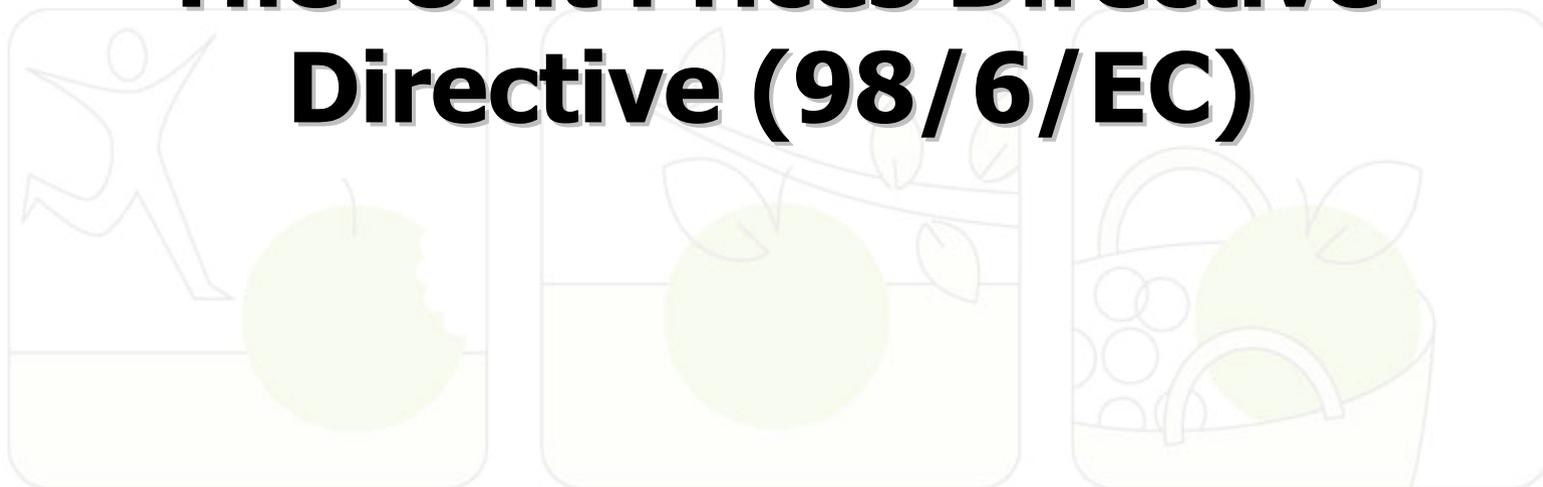


The Unit Prices Directive Directive (98/6/EC)



cathal.o'conail@cec.eu.int

Scope of Application

- The Directive obliges traders to indicate on all products which they offer to consumers:
- the selling price
- the price per unit of measurement, “the unit price”

Definitions

- **selling price** shall mean the final price for a unit of the product, or a given quantity of the product, including VAT and all other taxes
- **unit price** shall mean the final price, including VAT and all other taxes, for one kilogramme, one litre, one metre, one square metre or one cubic metre of the product or a quantity which is widely and customarily used in the Member State concerned in the marketing of specific products

Exceptions (1)

- Unit price need not be indicated if it is identical to the selling price
- For products sold in bulk only the unit price must be indicated

Exceptions (2)

- Member States may decide not to apply obligation to indicate the selling price and the unit price to
- products supplied in the course of a service
- sales by auction and sales of works of art and antiques

Exceptions (3)

- Member States may waive the obligation to indicate the unit price for products for which such indication would not be useful because of the products' nature or purpose or would be liable to create confusion

Exclusions

- With a view to implementing this, Member States may in the case of non-food products, establish a list of products, or product categories, to which the obligation to indicate the unit price shall remain applicable.

Small Retail Businesses

- If the obligation to indicate the unit price were to constitute an excessive burden for small retail businesses, because of:

Small Retail Businesses (2)

- the number of products on sale
- the sales area
- the nature of the place of sale
- specific conditions of sale where the product is not directly accessible for the consumer
- or in the case of certain types of itinerant trade

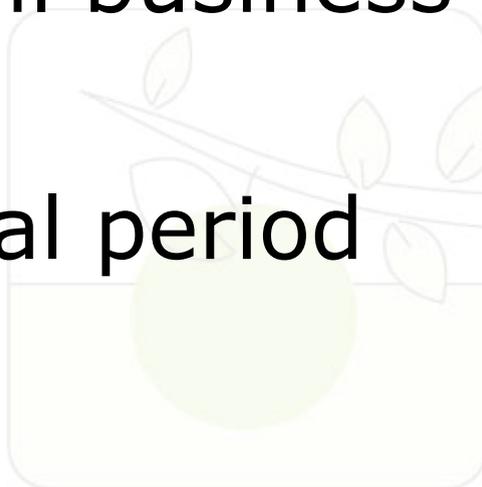
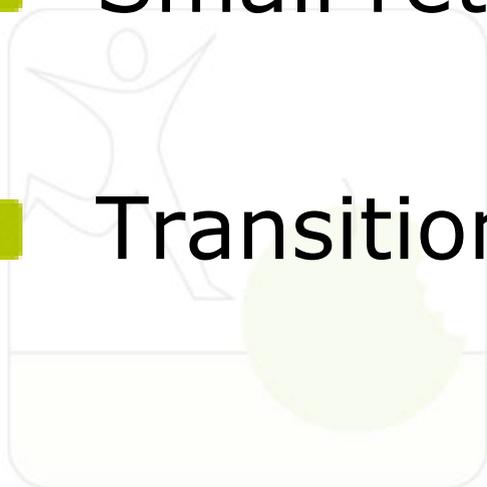
Small Retail Businesses (3)

- Member States may for a transitional period:
- provide that the obligation to indicate the unit price of products, other than those sold in bulk, which are sold in small retail businesses shall not apply

No definitions of:

- Small retail business

- Transitional period



Minimum Directive

- The Directive shall not prevent Member States from adopting, or maintaining, provisions which are more favourable as regards consumer information and comparison of prices.

Implementation

- Member States shall bring into force laws, regulations and administrative provisions
- Member States shall communicate implementing legislation, including on penalties, to the Commission