



# PRICE INDICATION:

the obligation on the trader to display  
the prices for products and services offered.

## What is meant by price indication?

The prices of all products and services offered to the consumer must be displayed in an unambiguous, easily identifiable and easily readable manner. In Luxembourg, the indication of prices is strictly regulated by the Code of Consumption.

## For the professional!

Traders must indicate the prices of services and products they offer so that consumers can easily read and understand them.

Penalties apply in case of non-compliance.

## How to display the prices of the products on sale?

- In euros (€), including value added tax (VAT) and all taxes included (ATI),
- Products displayed indoors: prices visible from the inside,
- Products in outdoor displays and windows: prices visible from the outside,
- Non-exhibited products: prices via a list made available to the customer, freely accessible.

## How to display the fees payable for services?

- In euros (€), including value added tax (VAT) and all taxes included (ATI),
- Per unit or as a flat rate (€, incl. VAT, ATI).

> sheet “Indication of fees for services”

## Price indication in advertising and commercial communications:

> sheet “Price Indication in Commercial Communications”

## Practical examples!

**PIZZA**

<b>MARGHERITA</b> tomato, mozzarella, oregano .....	11.50 €
<b>SALAMI</b> tomato, mozzarella, salami .....	15.60 €
<b>CALZONE</b> tomato, mozzarella, ham, mushrooms .....	14.70 €
<b>FOUR CHEESE</b> tomato, mozzarella, parmesan, goat cheese, gorgonzola .....	15.70 €

All taxes and table service included.

**LUXURY CAR**

**PRICE LIST  
ROUTINE OPERATIONS  
AFTER-SALES SERVICE (A.S.S.)**

Labour .....	95.94 € ATI*
Wheel mounting with storage for 1 season .....	79.00 € ATI**
Replacement car .....	39.00 € ATI / day

\* Hourly rates    \*\* Flat rates    17% VAT included

Price list for services in a garage

- The price of labour,
- Wheel assembly (+ storage),
- Replacement car.

These prices must be displayed in euros (€), value added tax (VAT) and all taxes included (ATI).

The price list must indicate whether they are unit prices or lump sum prices.

### More information



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# THE INDICATION OF FEES FOR SERVICES:

the obligation on professionals  
to display the prices of their services.

## What is a service?

A service means the provision of any service offered by a professional to a consumer in return for a fee.

It can be a stand-alone service or a service linked to a particular product. The price of products consumed in the course of a service need not be displayed separately (e.g. hairdresser/shampoo). If the final price cannot be determined in advance, the various parameters used to calculate the total fee have to be indicated.

Rates charged by liberal professions are not covered in this sheet.

## For the professional!

Service providers are obliged to indicate the prices of the most common services they offer to consumers.

The fee must always:

- be unambiguous, easily identifiable and easily readable.
- be in euros (€), value added tax (VAT) and all taxes included (ATI).

> sheet "Price indication"

If the service provider has premises open to the public, the fees have to be displayed and visible from the outside and the inside. Where the final price cannot be determined in advance, the price of the various parameters used to calculate the total price needs to be indicated. This applies in particular to the hourly rate for labour including tax and travel expenses.

Where the number of services offered is significant and the variety of conditions applicable to the supply of services make it difficult to draw up a comprehensible list of fees for customers, the service provider may replace this with a catalogue or a brochure detailing the prices of the most common services to be made available to the public at the premises. Fees can be unitary or flat rate.

#### Unitary fee:

- professionals are free to determine the unit they apply,
- they must display the unit in a non-equivocal way,
- they must display the price in euros (€), including value added tax (VAT) and all taxes included (ATI).

#### Flat rate fee:

- Professionals must indicate the fixed price in a non-equivocal way,
- and display the package in euros (€), value added tax (VAT) and all taxes included (ATI).

Penalties apply in case of non-compliance.

The professional may also offer an individualised quote which indicates the total amount to be paid including all taxes.





## Practical examples!


### Delivery price

DELIVERY RATES	
from 50€ purchase	
Ettelbruck	03€
Erpeldange	05€
Feulen	07€
Schieren	05€
Colmar-Berg	08€
Mertzig	10€
Stegen	10€
Bissen	12€
Ingeldorf	07€
Diekirch	06€
Burden	08€
Welscheid	10€

### Catalogue

PRICE LIST	
WIPING	
Jaw	64 €
Chin	74 €
Chin + jaw	145 €
Face except eyebrows	183 €
Cheeks	105 €
Neck	79 €
Forearm	242 €
Arms + shoulders	369 €
Armpits	111 €
Bikini	111 €
Extended bikini	138 €
Armpits + bikini	184 €
Armpits + extended bikini	199 €
Brazilian	184 €
Armpits + Brazilian	247 €
1/2 legs + knees	208 €
Thighs + knees	317 €
Full leg	453 €
Other body parts	UPON REQUEST

List of the most common services



# LUXURY CAR

## PRICE LIST

### ROUTINE OPERATIONS AFTER-SALES SERVICE (A.S.S.)

Labour .....	95.94 € ATI *
Wheel mounting with storage for 1 season .....	79.00 € ATI **
Replacement car .....	39.00 € ATI / day

\* Hourly rates    \*\* Flat rates

17% VAT included

More information

  
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# PRICE REDUCTIONS OR PROMOTIONS:

the obligation on the trader to display the reference price.

## What is meant by reference price?

For products sold in shops:

- **over a period of more than 30 days:** the lowest price applied during the last 30 days prior to the application of the price reduction. Traders are free to apply a longer reference period of their choice.
- **over a period of less than 30 days:** the lowest price applied to the same product since it has been on sale in the same shop prior to the application of the price reduction.

In case of successive discounts to the same product sold in the shop:

- The undiscounted price before the first application of the price reduction.

## For the professional!

A price reduction, the discounted price and the reference price must be displayed in a way that is clear and concise:

- unequivocal,
- easily identifiable and
- easily readable.

The other rules on price indication, such as the obligation for dual display of prices for certain products, remain valid in the case of advertisements for discounts.

> [sheet "Price indication in commercial communications"](#)

> [sheet "Dual price display of pre-packaged products"](#)

Traders wishing to announce a price reduction must display next to the "reduced price", the "reference price" based on which the reduction is calculated.

They may not:

- display discounts on products that have never been on sale in the shop,
- display price reductions without reference prices, or
- increase the price first to be able to show a larger discount later on.

The same obligations apply to online sales.

Penalties apply in case of non-compliance.

## Exceptions:

- Conditional offers (such as X + Y free) are not considered to be a price reduction advertisement.
- Advantages reserved to only a limited number of customers participating in a loyalty programme are not considered price reduction announcements.
- The display of an alternative reference price is possible provided the reference is clearly explained and does not create confusion with a price reduction.
- Not advertised discounts are still possible at the checkout.

## Practical examples!

### In-store sales



#### Example of an incorrect display

Reference price = ??

Reduced price = €6.05



#### Example of a correct

Reference price = €2.99

Reduced price = €1.97



## Online Sales



Example of an  
incorrect display

Reference price = ??  
Reduced price = € 71.99



Example of a  
correct display

Reference price = € 89.99  
Reduced price = € 71.99



More information



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# CHECK LIST PRICE INDICATION

If you follow the recommendations in this sheet,  
you are compliant with the Code of Consumption (as at January 2022)  
as regards the display of prices in your shop, on your stands,  
at a market or a fair.

## Price indication for products and services:

- ☐ I indicate the prices of the products I sell,
- ☐ I indicate the fees for the services I offer in return for payment  
(as a main service or a secondary service such as transport or delivery,  
use of a means of payment, reservation, repair...).

## The price is:

- ☐ indicated in euros, VAT and all taxes included (ATI)
- ☐ individualised for each product or service  
(for identical products in one place, the price may be indicated only once),
- ☐ easily identifiable and legible (labels, stickers, posters, screens, etc.).

## The prices of the products are visible:

- ☐ for products displayed indoors: from the inside,
- ☐ for products in outdoor displays and windows: from the outside,
- ☐ for products not on display but available for retail sale:  
by labelling **or** on a list that is accessible and freely available to the customer.

> sheet "Price indication"

### Dual price display for certain products concerned:

I indicate the price per unit sold **and the price per** prescribed unit of measurement (kg, l, m, m<sup>2</sup> or m<sup>3</sup>) for

- ☐ food products,
- ☐ hygiene and beauty products,
- ☐ household cleaning products,
- ☐ construction products,
- ☐ gardening products.

> sheet “Dual price display of pre-packaged products”

“Price indication per unit of measurement for food products”

“Price indication per unit of measurement of non-food products”

### Indication of the fees for services:

I indicate the prices of the services I offer for a fee:

- ☐ for the most common services, **and**
- ☐ in the form of unit or a flat rate.

If I have premises to welcome public, the fees are visible from

- ☐ the outside, **and**
- ☐ from the inside.

If the number of services does not allow me to put up a **sign** with prices that is easy to read for the customers, I offer:

- ☐ a list with the prices of the most common services,
- ☐ a **catalogue** or **brochure** accessible and freely available to the customer showing prices, **or**
- ☐ individualised quotes.

> sheet “Indication of fees of services”

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# STORE WINDOW IN PROGRESS

it is good professional practice to display a sign indicating that the window display is under construction.

In Luxembourg, it is mandatory to display prices (in euros, VAT and all taxes included) of products offered to the consumer. These prices must be displayed in an unambiguous, easily identifiable and readable manner. This obligation is strictly regulated by the Code of Consumption.

> sheet "Price indication"

## For the professional!

The trader must indicate the prices of the products he offers in an unambiguous, easily identifiable, and readable manner, ensuring that the consumer can easily understand them.

This obligation applies to products displayed both in interior and exterior shop windows and display cases.

All types of stores are subject to this obligation, with penalties applicable in case of non-compliance.

## How to display prices while the shop window is being installed or changed?

When retailers update their window displays, such as by replacing items with new products, this process may take some time. During this transitional period, while new products are being displayed and before the window is fully decorated and new prices are posted, it is good practice to display a "Vitrine en cours" sign, to indicate that changes are being made.

However, this does not exempt from the obligation to display prices in the window. Changes must be made promptly. It is evident that a window display cannot remain "under construction" and without displayed prices for weeks or months.

Practical example!



More information



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# GIFT VOUCHERS

minimum recommended information  
to be displayed on a gift voucher.

## What is a gift voucher?

A gift voucher is bought by a consumer from a professional, in order to offer it to a third party. The recipient of the gift voucher can exchange it for a specified good or service equivalent to the amount shown on the voucher.

This is not to be confused with a value voucher, which is distributed free of charge by the professional and entitles the holder to a price reduction at the time of purchase.

## For the professional!

A gift voucher contains the following information, preferably not handwritten and in one of the official languages in Luxembourg:

- amount in euros,
- date of issue,
- period of validity,
- any other restrictions: eligible shops, handling of any difference in value between the chosen gift and the voucher...
- the legally required details of the issuing company:  
Company name, number of the commercial register,  
number of the operating licence...

## Gift voucher for a specially selected product or service:

The professional informs the customer offering the gift voucher:

- if the price increases between the date of purchase of the gift voucher and the request of the recipient of the cheque, the difference will be charged to the recipient.
- if the product or service mentioned no longer exists, the beneficiary can choose another product or service of the same value.

## How long is the gift voucher valid for?

A gift voucher is valid for at least two years.

## What should be done if the customer does not use the full value of the gift voucher?

The professional can choose to:

- refund the difference or
- offer a new gift voucher for the remaining value.

## The gift voucher charter

In Luxembourg, the Luxembourg Confederation and the Horesca have undertaken to promote good practice, in a charter for the proper handling of gift vouchers.

The gift voucher charter was signed on 19 June 2020 and is a joint initiative of the Consumer Protection Directorate, the Union Luxembourgeoise des Consommateurs (ULC) and the relevant professional organisations. A copy can be obtained from the signatories and displayed on the premises of participating professionals.

## Who should I talk to if I have a dispute about a gift voucher?

Both professionals and consumers can contact the “Médiateur de la Consommation” before initiating any other procedure. [www.mediateurconsommation.lu](http://www.mediateurconsommation.lu)



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# PRICE INDICATION IN FURNITURE SHOPS:

the trader's obligation to display prices  
for all products and services offered.

This fact sheet is aimed specifically at furniture shop operators.

Consumers should be able to choose their furniture with full knowledge of the prices. For products on display, they should not have to ask a salesperson for prices either for products or services.

## What is price indication?

The prices of all products offered for sale and services to the consumer must be displayed in an unambiguous, easily identifiable and readable manner. In Luxembourg, price indication is strictly regulated by the Code of Consumption.

## For the professional!

Sellers must indicate the prices of all products offered for sale such as furniture, decorative items, household appliances and any other accessories. They must also display prices for the most common services such as delivery and assembly costs.

This obligation is in addition to the one of drawing up an estimate for orders or made-to-measure orders.

Penalties apply in case of non-compliance.

How to display the prices of products on sale?

- in euros (€), value added tax (VAT) and all other taxes included (TTC),
- products displayed inside: prices visible from the inside,
- products in outdoor displays and windows: prices visible from the outside,
- products not on display: prices via a list made available to the customer, freely accessible.



**ABC MODEL PRICE LIST:**

• Furniture .....	€ 24,400	• BZD fridge .....	€ 1,600
• 4 leather stools (4 x €250) .....	€ 1,000	• Ceramic hob BZD .....	€ 2,500
• Solid laminate worktop .....	€ 2,500	• BZD suspended hood .....	€ 2,000
• BZD oven .....	€ 1,500	• Sink and taps .....	€ 1,000

**PRICE OF MODEL SHOWN .....** € 36,500 INCL. TAX (VAT 17%)  
*Free assembly and delivery*

For each kitchen on display, the professional must present a detailed price list in the showroom.

The price of each piece of furniture and accessory must be listed in detail to enable the consumer to choose from among the various kitchens and accessories on display in the shop. The price must be displayed in an unambiguous, easily identifiable and easy readable manner.

### How to display the prices of paid services?

- in euros (€), value added tax (VAT) and all other taxes included (VAT),
- unit or flat rates (€, incl. VAT),
- unit or flat-rate travel expenses (€, inc. VAT).

> sheet “Indication of prices for services”



Fees for the most common services must be displayed in euros (€), value added tax (VAT) and all other taxes included (VAT).

They must indicate whether they are unit prices or fixed prices and they must be displayed and visible both inside and out.



## Price indication in advertising and commercial communications:

> sheet “Price indication in Commercial Communications”

### More information



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# LA TARE : l'obligation du professionnel de déduire la tare lors de la pesée.

## C'est quoi la tare ?

C'est le poids de l'emballage ou du récipient sans son contenu.

## Que signifie « tarer » ?

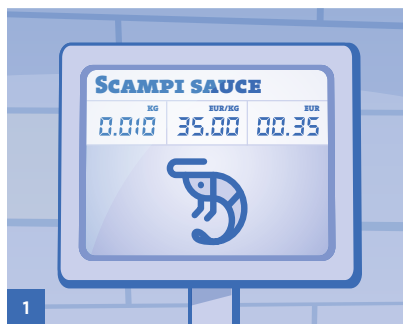
« Tarer » c'est mettre à zéro la balance après y avoir posé l'emballage ou le récipient à vide (avant de le remplir).

## Pour le professionnel !

Le professionnel a l'obligation de déduire le poids de l'emballage avant de peser le produit qu'il vend !

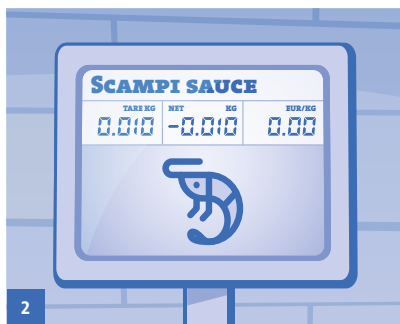
Des sanctions s'appliquent en cas de non-respect.

## Exemples concrets !



Ci-dessus, le poids de l'emballage **n'a pas été déduit** sur la balance lors de la pesée du produit.

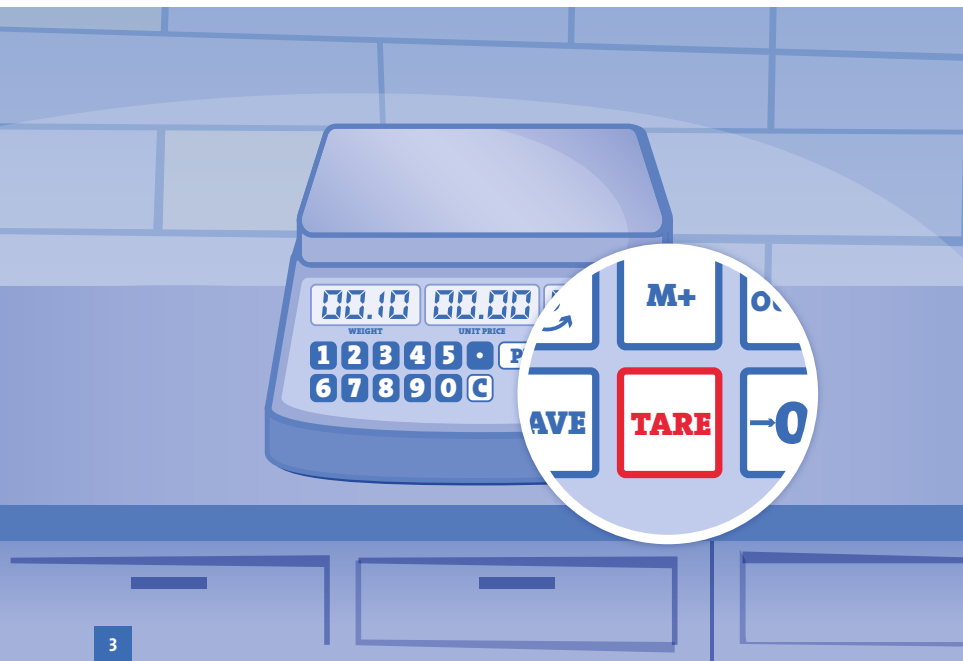
Par conséquent, le consommateur se voit payer 0,35 € pour l'emballage qui pèse 10 grammes. Cela signifie qu'il paie son emballage au prix du produit, à savoir 35 €/kg.



Ci-dessus, le poids de l'emballage **a été déduit avant la pesée**.

La balance affiche -0,010 kg pour le poids de l'emballage et 0,00 €/kg.

Le consommateur ne paiera donc pas l'emballage.



3

Dans les supermarchés, le consommateur peut souvent lui-même peser ses fruits, légumes ou autres produits en vrac.

Si le consommateur utilise son propre récipient et que le poids de celui-ci n'est pas déduit sur la balance, le coût supplémentaire peut être conséquent.

Dans ce cas, une touche nommée « Tare ou Tara » sur la balance devra lui permettre de déduire le poids de l'emballage **avant de peser ses produits**.

#### Plus d'informations



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# PRICE INDICATION FOR PRODUCTS SOLD IN BULK:

the obligation on the trader to display  
the price per unit or per unit of measurement.

## What is a bulk sale of products?

This is a sale where a product is offered without prior packaging and is measured in the presence of the consumer.

## For the professional!

The trader has to indicate the price per unit for products sold by the piece.

For products sold by weight or volume,  
the price has to be displayed per unit of measurement.

Penalties apply in case of non-compliance.

> [sheet "The dual price display of pre-packaged products"](#)

## What is a "unit of measurement"?

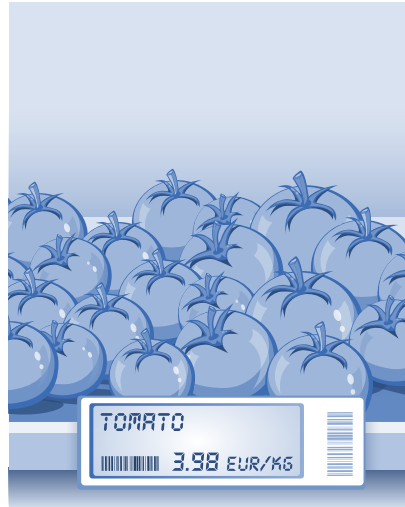
The Code of Consumption lays down units of measurement to be used for the indication of prices as follows:

- kilogram (kg),
- litre (l),
- metre (m),
- square metre (m<sup>2</sup>),
- cubic metre (m<sup>3</sup>).

## Practical examples!



Above is an example of a food product that is priced per unit.



Here is an example of a food product measured by its weight, in our example, a kilo of tomatoes costs € 3.98.

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# PRICE INDICATION OF PRODUCTS DISPLAYED IN SHOP WINDOWS:

the obligation on the trader to display  
prices in a clearly visible way.

## What is meant by price indication in shop windows?

This refers to the obligation to display the price  
of products on display to the public:

- to be visible from the inside when these products  
are displayed inside the sale premises,
- to be visible from the outside, when these products  
are displayed in shop windows or outdoor displays.

Prices have to be indicated individually if the items offered  
for sale differ in nature, quality, packaging or presentation.

Prices may be indicated collectively if they relate to identical products in one place.

The prices of products not on display but available for sale must be provided  
via a list which is made available and freely accessible to the customer.

## For the professional!

The trader has to display the price in an unambiguous,  
easily identifiable and easily readable manner.

Penalties apply in case of non-compliance.

> sheet "Price indication"

## Practical examples!



This is an example of an indoor window display. Each price should be clearly displayed next to each item offered for sale.



Here, an outdoor window with products aimed at the passer-by with clearly visible prices of items.

### More information



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# PRICE INDICATION IN COMMERCIAL COMMUNICATIONS:

the obligation on the trader to display the unit price  
and the price of the product per unit of measurement.

## What is commercial communication?

A commercial communication can be an advertisement,  
a website, advertisements on social media, etc.

## For the professional!

Traders have the choice not to display any  
prices in their commercial communications.

If they choose to display the price, the following must be indicated:

- the price in euros (€), value added tax (VAT)  
and all taxes included (ATI),
- the unit price and
- the price per unit of measurement for the products in question.

Penalties apply in case of non-compliance.

> sheet “Price indication per unit of measurement for food products”

> sheet “Price reductions or promotions”

## Practical examples!



This commercial  
communication  
indicates a selling price  
(€1.20 for 6 bottles  
of 1.5 litres) and must  
therefore respect all price  
indication obligations  
applicable to this  
product.

Advertising without a price



More information



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# PRICE INDICATION PER UNIT OF MEASUREMENT FOR NON-FOOD PRODUCTS:

the obligation on the trader to display the unit price  
and the price of the product per unit of measurement.

## What is a unit of measurement?

The Code of Consumption lays down units of measurement to be used for the indication of prices as follows:

- kilogram (kg),
- square metre (m<sup>2</sup>),
- litre (l),
- cubic metre (m<sup>3</sup>).
- metre (m),

For detergents, a wash unit for a normal machine load may also be used as a unit of measurement.

> sheet “Dual price display of pre-packaged products”

## Products in question:

### Hygiene and beauty products:

- liquid or solid soap,
- toothpaste and dental care products,
- bath and shower products,
- hair care,
- shaving products,
- eaux de toilette and eaux de Cologne except for perfume extracts,
- body hygiene lotions,
- emulsions,
- care creams,
- sun creams.

### Household cleaning products:

- products for scouring, descaling, unblocking, stripping and staining,
- cleaning products for floors, carpets, vinyl, windows,
- laundry products (such as washing products and fabric softeners).

### Construction, DIY and gardening products:

- cement, lime, plaster and sand,
- insulation fabrics and panels,
- basic chemicals such as dyes, solvents and acids,
- paints, varnishes and thinners,
- adhesives,
- soil maintenance and soil improvement products,
- peat (turf), soil, compost and other plant protection products,
- seeds,
- cables,
- flat glass and similar products,
- products for the maintenance of materials.

### Other products:

- lubricants and anti-freeze,
- aluminium, plastic or paper cling film,
- common car care products.

### For the professional!

The price indication per unit of measurement is mandatory in the following situations:

- in any commercial communication, whenever the price for a product is indicated,
- for a product sold in a shop, regardless of its size, if the trader operates at least one shop with a sales area of more than 400 m<sup>2</sup>,
- for food products sold online.

### Exceptions:

Non-food products:

- sold in a shop of less than 400 m<sup>2</sup> operated by a professional who does not operate another shop of more than 400 m<sup>2</sup>,
- sold in a mobile shop (itinerant trade),
- sold with a range of different products in the same package.

Penalties apply in case of non-compliance.



## Practical examples!

The price per unit of measurement is mandatory for adhesives as in the example below.



The trader must indicate the price per unit (€4.75 for 0.090 kg) and the price of the unit of measurement, which in our example is €52.78 per kilo.



More information



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# PRICE INDICATION PER UNIT OF MEASUREMENT FOR FOOD PRODUCTS:

the obligation on the trader to display the unit of measurement for pre-packaged products and products sold.

## What is a unit of measurement?

The Code of Consumption lays down units of measurement to be used for the indication of prices as follows:

- kilogram (kg),
- litre (l),
- metre (m),
- square metre (m<sup>2</sup>),
- cubic metre (m<sup>3</sup>).

> sheet “Dual price indication for pre-packaged products”

## For the professional!

Price indication per unit of measurement is mandatory in the following situations:

- any commercial communication each time a price for a food product is indicated,
- food products sold in shops, regardless of their size, if the trader operates at least one shop with a sales area of more than 400 m<sup>2</sup>,
- food products sold online.

## Exceptions

Pastries and bakery products priced by the piece.

Other food products:

- if the quantity does not exceed 100 g/ml,
- usually sold by the piece,
- sold in a shop of less than 400 m<sup>2</sup> operated by a professional who does not operate another shop of more than 400 m<sup>2</sup>,
- sold in an itinerant trade, or
- sold as a set of different products in the same package.

Penalties apply in case of non-compliance.

## Practical examples!

As kiwifruit is sold by the piece, the trader is only required to indicate the selling price per piece, as shown in our example below.



In this second example Espelette chilli pepper is sold in a container of 40 g (i.e. less than 100 g), which means that the trader is not obliged to indicate the price per unit of measurement. This applies to all foodstuff in quantities not exceeding 100 g/ml.

### More information



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# DUAL PRICE DISPLAY OF PRE-PACKAGED PRODUCTS:

the trader's obligation to display both the price per unit and the price of the product per unit of measurement.

## What is the dual price display?

For pre-packaged products, the seller must indicate:

- the selling price per unit ("unit price"), and
- the price of the product per unit of measurement (the "price per unit of measurement").

Both prices must be in euros (€), including value added tax (VAT) and all taxes included (ATI).

## For the professional!

Dual price display is mandatory:

- on websites,
- in commercial communications,
- in shops with a sales area of more than 400 m<sup>2</sup>,
- in every business of a professional who operates at least one shop with a sales area of more than 400 m<sup>2</sup>.

## What is a "unit of measurement"?

The Code of Consumption lays down units of measurement to be used for the indication of prices as follows:

- kilogram (kg),
- square metre (m<sup>2</sup>),
- litre (l),
- cubic metre (m<sup>3</sup>),
- metre (m),

For detergents, a washing unit for a normal washing machine load may also be used as a unit of measurement.

## For food products:

> sheet "Price indication per unit of measurement of food products"

## For certain non-food products:

> fiche "Price indication per unit of measurement of non-food products"

The indication of prices per unit of measurement is not mandatory:

- in a shop of less than 400 m<sup>2</sup> operated by a professional who does not operate another shop of more than 400 m<sup>2</sup>,
- in a mobile business,
- for products contained in the same package.

### For the professional!

The trader must display the price in an unambiguous, easily identifiable and easily readable manner. Penalties apply in case of non-compliance.

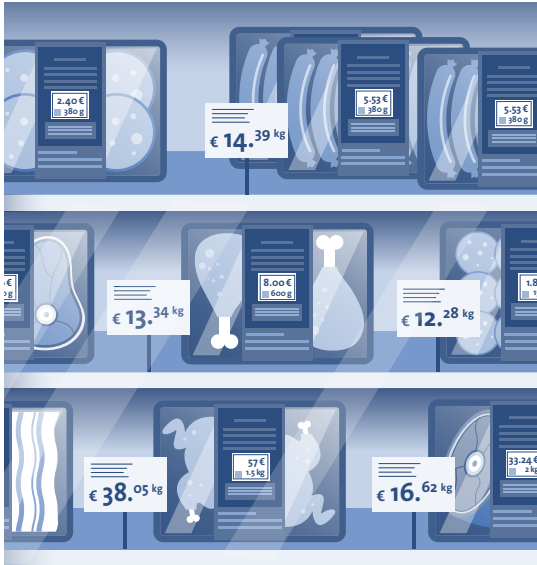
### Practical examples!

In the case below, as the Espelette chilli pepper is in a 40 g container (i.e. less than 100 g), the professional is not required to indicate the price per unit of measurement.

This applies to all food products in quantities of up to 100 g/ml.







Here the unit of measurement is in kilograms for the sale of pre-packed meat in a supermarket.



The price of this product is €7.14. In this case, the professional may mention the price of one dose, which in our example is €0.42. This corresponds to the price for one wash cycle or unit. Otherwise the trader must state the price per kg (or per litre if it is a liquid product).



Where different products are marketed in the same package, the trader only needs to display the selling price of the entire package.

In the example of this basket, the price per article does not need to be displayed separately; the total price of the basket is sufficient.

#### More information



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# PRICE INDICATION IN ANTIQUE SHOPS:

the trader's obligation to display prices for products offered.

## What is meant by price indication?

The prices of all products must be displayed in an unambiguous, easily identifiable and easily readable manner.

## For the professional!

The trader must indicate the prices of the products offered so that the consumer can easily identify and read them.

## How to display the price of products on sale?

- In euros (€), including value added tax (VAT) and all other taxes (ATI).
- Products displayed inside the exhibition/fair: the consumer has to be able to easily identify the price of the item offered for sale.
- Non-exhibited products: prices shall be made available to the consumer via a freely accessible list.
- Products in shop windows: prices must be visible from the outside.

Exhibitors preferring not to indicate the price directly next to the object offered for sale, may do so via price lists provided these are available for consultation by the consumer **without any interaction by the seller**. The prices on these lists must be unequivocal and inclusive of VAT and any all taxes included.

Penalties apply in the event of non-compliance.

## Practical examples!



Where products are displayed for sale, the consumer must have easy access to the selling price. The price for items offered for sale must be easily identifiable by the consumer through marking, labelling or other appropriate means as in our example above.



Above is an example of jewellery in a shop window.  
The prices should be visible from the outside.



Exhibitors preferring not to indicate the price directly next to the item offered for sale, may, as in the example above, indicate a number next to the item and then provide the buyer with a catalogue containing the item number and the selling price. The consumer must be able to consult this catalogue or the price list freely (as in the example above) without any interaction by the seller.

#### More information



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# THE DISPLAY OF PRICES IN THE HORECA SECTOR FOR CONSUMPTION ONSITE:

the obligation of the traders to display prices both inside and outside their business.

This factsheet is aimed specifically at operators of bars, pubs, more generally... alcoholic and non-alcoholic drinks outlets, accommodation facilities and restaurants (HORECA).

Before entering a business, consumers have to be able to make a free and informed choice about what to consume and at what price. They should not have to ask the shopkeeper for prices or a menu.

## What is price indication?

The prices indicated to consumers must be displayed in an unambiguous, easily identifiable and readable manner.

In Luxembourg, the indication of prices is strictly regulated by the Code of Consumption.

## For the professional!

Sellers must indicate prices in such a way that consumers can easily read and understand them.

Prices must always be:

- indicated in an unambiguous, easily identifiable and readable manner,
- be in euros (€), value added tax (VAT) and all taxes included (ATI),
- include “service fees”: in Luxembourg, table service must not be charged separately.

**Outside:** prices for food and drinks must be displayed in a way that is visible and legible from the outside. This may be done, for example, on posters or screens displayed to the public at the entrance and, where appropriate, at the access to the terrace at street level.

When the number of dishes and beverages does not allow for a sign to be displayed in such a way that customers can read it easily, the trader may limit the display of prices to the most popular dishes and beverages.

**Inside:** prices for food and drinks must be displayed in a way that is visible and legible to consumers. The prices should be identical to those displayed outside. This may be done, for example, in a menu on the table or on large posters or a board inside. These displays should always be visible and easily readable by customers seated at the table. Where appropriate, menus may also be distributed as the customers are seated.

Please note: The QR code does not replace the display of a visible and readable menu onsite. It can however be complementary to a traditional display.

Penalties apply in case of non-compliance.

### Practical examples!



Above is a menu card with the different dishes with their prices including VAT and service.





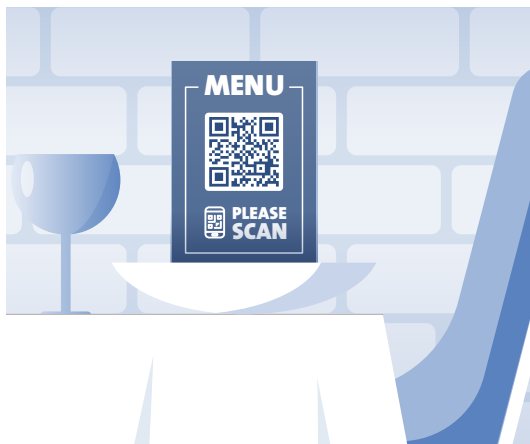
Here is an example of a display inside a restaurant:  
a board with the day's specials, supplemented by a menu on the table with the complete list. The board is clearly visible and legible to the seated clientele and the menu is placed on the table in a visible and accessible manner.



The following is an example of an outside display:  
a board showing the day's specials, supplemented by a detailed menu at the entrance.



The trader may also display the prices in a window display (see example on the right) showing the full menu offered in the restaurant or the most popular dishes and drinks.



A QR code is not sufficient, it must always be accompanied by a traditional display.

#### More information



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# INDICATION OF AD HOC PRICE FOR RECHARGING STATIONS WITH A POWER OUTPUT $\geq 50$ KW:

the trader's obligation to provide information  
on the recharging price.

## What does displaying prices on recharging stations involve?

- Before initiating a recharging session, the customer must be informed of the charging prices, including all price components.
- Prices must be displayed in a clear, easily identifiable and easy-to-read manner. In Europe, the display of prices at recharging stations is strictly regulated.

### Please note:

- The recharging service is subject to a VAT rate of 8 %.
- The recharging service is not the same as providing a parking space.

Who does this apply to?

The operator of the recharging station who provides a recharging service directly to the end user on ad hoc basis.

What types of installation are covered?

- Publicly accessible recharging stations, meaning physical facilities for recharging electric vehicles, open to all users equally. Each recharging station may include several recharging points.
- Recharging points, meaning dedicated sockets capable of recharging one single electric vehicle at a time.

## For professionals - the obligation to offer ad hoc recharging!

All recharging points installed after 13 April 2024 must offer ad hoc recharging, i.e. a recharging service that end users can purchase without having to register, enter into a written agreement or establish a commercial relationship with the recharging point operator beyond the simple purchase of the recharging service.

The obligations to display prices set out in the Code of Consumption apply.

[> sheet "The indication of fees for services"](#)

## Which recharging stations are covered?

All publicly accessible recharging stations:

- that allow ad hoc recharging, and
- with an output power of 50 kW or more.

## What must be displayed?

All pricing information specific to a recharging session must be displayed and presented in the following order:

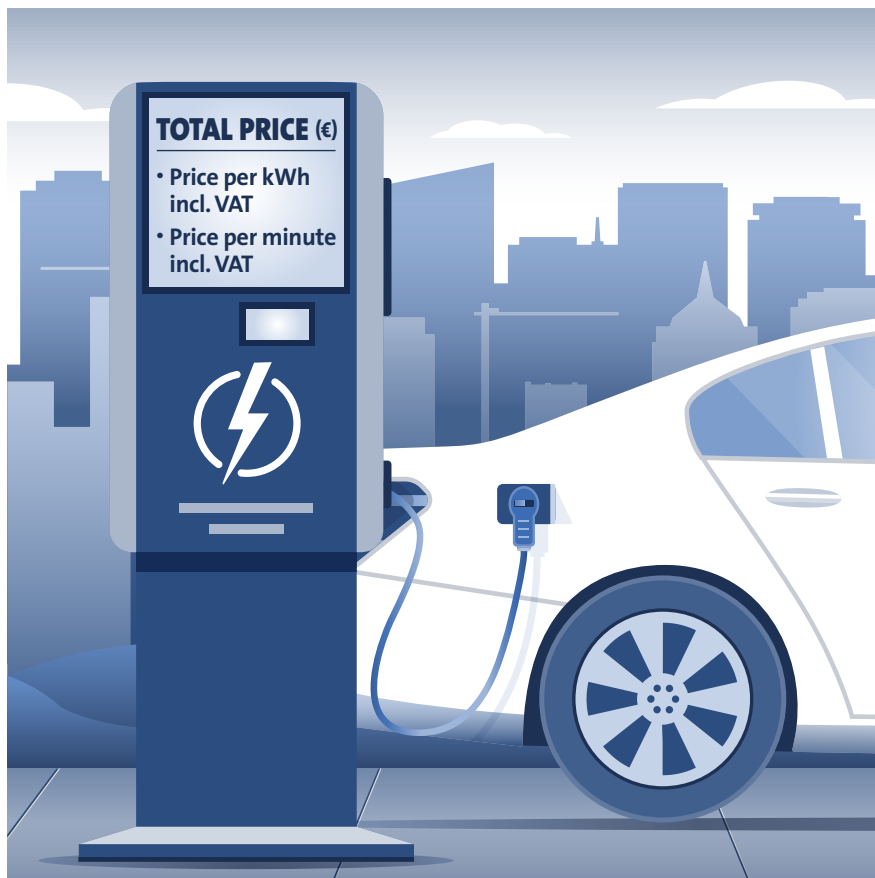
- the price per kWh including VAT,
- the price per minute including VAT (optional).

## How must the prices be displayed?

- The price must be **displayed** before the initiation of the recharging. It must be clear, easily identifiable and easy-to-read.
- The price must be displayed visibly on the recharging station (for example, on a screen, poster or sticker). A simple reference indicating that the price is available online is not sufficient.



## Practical example!



### Explanation of the components of the total price:

- **Price per kilowatt-hour (kWh):**

Refers to the price applied per unit of measurement of energy (expressed in kWh), actually transferred by the recharging station.

- **Usage price:**

Refers to the price for the unit of time (in minutes or hours) during which the use of the recharging station is billed.

#### More information



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# INDICATION OF AD HOC PRICE FOR RECHARGING STATIONS WITH A POWER OUTPUT < 50 KW:

the trader's obligation to provide information  
on the recharging price.

## What does displaying prices on recharging stations involve?

- Before initiating a recharging session, the customer must be informed of the charging prices, including all price components.
- Prices must be displayed in a clear, easily identifiable and easy-to-read manner. In Europe, the display of prices at recharging stations is strictly regulated.

### Please note:

- The recharging service is subject to a VAT rate of 8 %.
- The recharging service is not the same as providing a parking space.

Who does this apply to?

The operator of the recharging station who provides a recharging service directly to the end user on ad hoc basis.

What types of installation are covered?

- Publicly accessible recharging stations, meaning physical facilities for recharging electric vehicles, open to all users equally. Each recharging station may include several recharging points.
- Recharging points, meaning dedicated sockets capable of recharging one single electric vehicle at a time.

## **For professionals - the obligation to offer ad hoc recharging!**

All recharging points installed after 13 April 2024 must offer ad hoc recharging, i.e. a recharging service that end users can purchase without having to register, enter into a written agreement or establish a commercial relationship with the recharging point operator beyond the simple purchase of the recharging service.

The obligations to display prices set out in the Code of Consumption apply.

[> sheet "The indication of fees for services"](#)

## **Which recharging stations are covered?**

All publicly accessible recharging stations:

- that allow ad hoc recharging, and
- with a power output of less than 50 kW.

## **What must be displayed?**

It is recommended to display the total price including VAT, which can be made up of a price per kWh and a price per minute of recharging. If this is not possible, the professional may also display a fixed price, the session price.

In all cases, the professional must display the applicable price components in the following order:

- the price per kWh including VAT,
- the price per minute including VAT,
- the price per session including VAT,
- any other price component that applies.



## How must the prices be displayed?

- All the components making up the final price must be clearly indicated by the recharging point operator **before the initiation of the recharging**.
- The price can be displayed directly on a screen or a sign.
- Ad hoc recharging and the display of prices for this recharging can be provided via a website offering secure payment options. Access to the URL of this website can be simplified using a QR code displayed on the kiosk screen. In all cases, the QR code or URL must be clear, easily identifiable and easy-to-read.

Please note: the URL and QR code cannot be limited to a simple sticker affixed to the recharging station, but must be displayed on the station's screen.

## Practical example!



In general, the price per kWh is the main component of the final price. Usage or session prices are not systematically applied to all publicly accessible recharging stations. However, when they are billed, they must be clearly indicated before the initiation of the recharging session.

### Explanation of the components of the total price:

- **Price per kilowatt-hour (kWh):**

Refers to the price applied per unit of measurement of energy (expressed in kWh), actually transferred by the recharging station.

- **Usage price:**

Refers to the price for the unit of time (in minutes or hours) during which the use of the recharging station is billed.

- **Session price:**

An invariable flat rate regardless of how long the vehicle is connected or how much energy is drawn off.

- **Other charges:**

Other elements may apply, such as e-roaming charges or penalty charges for long parking.

### More information



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# INDICATION OF PRICES BY MOBILITY SERVICE PROVIDERS FOR RECHARGING ELECTRIC CARS:

the trader's obligation to provide information  
on the recharging price.

## What does displaying prices on recharging stations involve?

- Before initiating a recharging session, the customer must be informed of the charging prices, including all price components.
- Prices must be displayed in a clear, easily identifiable and easy-to-read manner. In Europe, the display of prices at recharging stations is strictly regulated.

### Please note:

- The recharging service is subject to a VAT rate of 8 %.
- The recharging service is not the same as providing a parking space.

Who does this apply to?

**Mobility Service Providers** (MSPs) who provide recharging services using a badge or recharging card.

What types of installation are covered?

- **Publicly accessible recharging stations**, meaning physical facilities for recharging electric vehicles, open to all users equally. Each recharging station may include several recharging points.
- **Recharging points**, meaning dedicated sockets capable of recharging one single electric vehicle at a time.

## **For professionals - the obligation to display charging prices transparently**

For all recharging points accessible to the public, all information relating to recharging prices must be made available before the initiation of the customer's recharging session.

The obligations to display prices set out in the Code of Consumption apply.

[> sheet "The indication of fees for services"](#)

### **What must be displayed?**

All information relating to prices specific to a recharging session must be displayed and presented in the following order:

- the price per kWh including VAT,
- the price per minute including VAT,
- the price per session including VAT,
- any other price component that applies.

### **How must the prices be displayed?**

- The information can be presented in mobile applications or websites that are freely accessible from a smartphone.
- All components of the final price must be clearly indicated, including e-roaming charges and any other charges applied by the mobility service provider.



## Practical example!



In general, the price per kWh is the main component of the final price. Usage or session prices are not systematically applied to all publicly accessible recharging stations. However, when they are billed, they must be clearly indicated before the initiation of the recharging session.

### Explanation of the components of the total price:

- **Price per kilowatt-hour (kWh):**

Refers to the price applied per unit of measurement of energy (expressed in kWh), actually transferred by the recharging station.

- **Usage price:**

Refers to the price for the unit of time (in minutes or hours) during which the use of the recharging station is billed.

- **Session price:**

An invariable flat rate regardless of how long the vehicle is connected or how much energy is drawn off.

- **Other charges:**

Other elements may apply, such as e-roaming charges or penalty charges for long parking.

### More information



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