



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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