



Price indication

A. Definitions:

Selling price - the final price for a unit or a fixed quantity of product, including value-added tax and any additional fees.

Price per unit of measure - the final price, including value-added tax and all additional charges, valid for 1 kilogram, 1 liter, meter, 1 square meter, a meter cube, a piece or other unit of measurement when normally used in the marketing of products.

B. Purpose:

- full, fair and accurate information of consumer
- facilitating the comparison of prices

C. General Rule:

Traders are obliged to indicate the selling price and price per unit to the existing products in the areas of sales.

Certain products are exempt from indicating the price per unit of measure: foods subject to consumption in catering establishments, products prepackaged in quantities of less than 50 g or ml, and more than 10 kg or l, products prepackaged sold by itinerant vendors, products sold through automatically [vending machine](#), and other products whose exhaustive list is established by the Annex to regulation.

D. Rules:

- ✓ The selling price and price per unit of measurement should include TVA and all additional charges.
- ✓ The selling price and price per unit of measurement should be expressed in RON. Prices may be indicated in other currencies, clearly and understandable.
- ✓ The selling price and price per unit of measurement is indicated in a clear, readable and easy to identify.
- ✓ The price should be located in a visible place so that the consumer see them without asking the seller.
- ✓ The prices should be indicated on the product or next to it or they can be included in a list or a catalog with other products prices, in close proximity to them.
- ✓ If the prices are in display cabinets outside, it has to be indicate so that consumers see them easily without going into the sale area.
- ✓ The prepackaged products has to indicate the price per unit of measure and the selling price corresponding quantity prepackaged.
- ✓ If the price per unit of measurement is identical to the selling price, indicate only the selling price.

- ✓ For products sold in bulk by weighing or measuring is required only to indicate the price per unit of measure. The selling price is determined when the desired quantity is individualised for consumer (by weighing, measuring).
- ✓ The selling price and / or the price per unit of measurement is mandatory for any type of advertising that makes reference to the price.
- ✓ In the case of advertising for distance sale is required information on the selling price and the price per unit of measurement.
- ✓ The price per unit of measure is mandatory on prepackaged foods that require the special indication of the quantity or nominal amounts prescribed in marketing.

For more information see:

- H.G. no. 947/2000 on the manner of indicating the prices of consumer products for sale;
- Directive of the European Parliament and of the Council 98/6/EC on consumer protection in the indication of prices for consumer products