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Republic of Latvia

Cabinet

Regulation No.178

Adopted 8 May 1999

Procedures for Displaying Prices of Products and Services

Issued pursuant to Section 17, Paragraph three of the Consumer Rights Protection Law

I. General Provisions

1. These Regulations prescribe the procedures by which prices of products and services shall be displayed, so as to provide detailed information to the consumer.
2. These Regulations apply to sellers and service providers who perform entrepreneurial activity by offering products or services to consumers.
3. The price shall be displayed in such a way that it is unmistakable, is easily identifiable and clearly legible, and so that the consumer understands precisely to which product or service the price applies. The price shall be indicated in writing, except in cases when the consumer can find out the price in another clearly visible form.

II. Indication of the Price of a Product

4. When offering products to consumers, the seller shall indicate the piece price or the selling price (hereinafter – piece price) and the specified unit price. The piece price is the price for one unit of a product, indivisible quantity or packaging of a product. The specified unit price is the price for one kilogram, litre, metre, square metre or cubic metre, or other quantity of a product unit in accordance with the requirements of these Regulations. The piece price and the specified unit price of a product shall include value added tax and all other taxes.
5. The specified unit price shall be indicated for such non-food products as are sold by volume, weight, length or surface area, applying the price to one unit of volume, weight, length or surface area.

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6. If a product is sold by quantities that are much larger or much smaller than one litre, metre, kilogram or square metre, a unit multiple or part thereof shall also be regarded as a unit, providing the consumer with clearly understandable information regarding the unit to which the price applies.

7. The piece price and the specified unit price of a product shall be displayed:

7.1. on the product or on the packaging thereof; or

7.2. on the price-tag which shall be placed so that the price indicated thereon cannot be mistaken for the price of another product.

8. If it is impossible for practical reasons to display the price in accordance with Paragraph 7 of these Regulations, the piece price and the specified unit price may be displayed in a price list on a special screen intended for price indication, or in another clearly visible form.

9. In self-service stores the price shall be indicated on the price-tag which shall be placed so that the price indicated thereon cannot be mistaken for the price of another product, while on the product itself or on the packaging thereof the piece price at least shall be indicated, except in cases where:

9.1. it is impossible for practical reasons (in such case the piece price and the specified unit price shall be indicated on the price-tag); and

9.2. the price indication system enables the consumer to check whether the payment taken for the product conforms to the relevant product price indicated on the price-tag.

10. The piece price and the specified unit price of a product do not have to be indicated:

10.1. for a product which is utilised in providing a service and which is part of the service; and

10.2. in auctions and in marketing of works of art and antiques.

11. The specified unit price shall not be indicated if it is equivalent to the piece price.

12. The specified unit price does not have to be indicated for products for which such indication is not appropriate or might lead to confusion, for example, for various products sold in the same packaging, food products prepared for human consumption in public catering undertakings for the preparation of which it is necessary to add ingredients (milk, cream, eggs and other ingredients) the price of which may not be regarded as insignificant.

13. For products which are not packaged and the quantity of which is measured in the presence of a consumer at his or her request, only the specified unit price shall be indicated.

14. If a sale of products, a reduction or discounts of prices have been announced, the initial price and the price after reduction shall be clearly indicated for products and services.

15. In order to indicate the specified unit price for packaged food products, it shall be calculated by dividing the piece price by the net quantity of the product. If the food products are prepared in sauce, marinade or other liquid, the only function of which is generation of a medium and which does not determine the choice of the consumer, the specific unit price shall be calculated by dividing the piece price by the net quantity of the product (not including the quantity of sauce, water, marinade or other liquid).

16. For food products in the preparation of which water, spices or other ingredients must be added the price of which may be regarded as insignificant, the specified unit price shall be calculated by dividing the product price by the quantity of the product ready for consumption.

17. If the specified unit price is indicated for food products for the preparation of which it is necessary to add an ingredient the price of which may not be regarded as insignificant, the specified unit price shall be calculated by dividing the sum of the price of the food products and the relevant ingredient price by the quantity of the product ready for consumption.

18. If an advertisement indicates the piece price of a product, the specified unit price of the product shall also be indicated, except in cases when the specified unit price for the relevant product does not have to be indicated in accordance with the requirements of these Regulations.

III. Indication of the Price of Services

19. When offering services to consumers, the service provider shall indicate a price which includes value added tax and all other taxes.

20. The price of services shall be displayed in a price list or in another clearly visible form. If the final price of a service is not known, the method of calculation of the price shall be indicated. The price list shall be freely accessible.

IV. Supervision

21. Compliance with these Regulations shall be monitored by the Consumer Rights Protection Centre.

22. For violations of these Regulations, liability shall arise as prescribed by law.

X. Closing Provisions

23. These Regulations come into force on 1 January 2000.

Prime Minister

V. Krištopans

Minister for Finance

I. Godmanis