



# Price marking – Law in Belgium



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Price marking is defined in an " **Arrêté Royal**" from **June, 30th 1996**.

The law is divided into five chapters

#### **Chapter I : Definition**

Price per unit of measure is defined as the price per kilo, per liter, per meter, per square meter or cubic meter of the product.

The Ministers responsible for Consumer Protection, Middle Social Classes and economic affairs can impose a reference to another unique quantity when it is generally and usually used for the marketing of some products.

#### **Chapter II : Price marking**

##### **Section 1 : General dispositions**

- The price of the product has to be indicated on the product itself or on the packaging.
- It can be indicated close to the product if there is no doubt about the product to which the price is related.
- For products offered at the same price and presented together, a unique price can be indicated ( if there is no doubt about the products to which the price is related)
- There can not be different prices for similar products offered in a store/location ( the consumer has then the right to pay the lowest price)

##### **Section 2 : Marking of the price per unit of measure on the product**

- Beside the selling price, the price per unit of measure has to be indicated on the product.
- The price per unit of measure doesn't have to be mentioned if it is equal to the selling price.
- When products are sold in bulk, only the price per unit of measure has to be indicated.
- Every ad that mentions the selling price has also to mention the price per unit of measure.
  
- The price per unit of measure has to be mentioned very close to the selling price.
- The price per unit of measure for products sold in bulk has to be mentioned very close to the products.  
( When the weight of some pre-packed food products is required, the price per unit of measure for the net weight can be indicated.)



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#### Some exemptions:

- The marking of the price per unit of measure is not mandatory for the following food and non-food products: products given with an offered service; products offered by vending machines
- The marking of the price per unit of measure is not mandatory for the following food products: pre-packed products that could be damaged rapidly; products that are offered in hotels, restaurants, vending machines, hospitals of similar locations and that are subjected to a consumption on the spot; products mentioned in the 1976 Arrêtê which are exempted from any indication of quantity; wine in bottles of 75cl; pre-packed candies, snacks, ice-creams offered per unit and consumed immediately on the spot; products assortment packed in order to be offered as gift.
- The marking of the price per unit of measure is not mandatory for pre-packed non-food products, except for products or categories of products mentioned in the annex here below.

#### **Chapter III : Price marking of service**

#### **Chapter IV: Purchase order**

#### **Chapter V : Final dispositions**

#### **Annex**

- A. Household/Domestic products for frequent consumption
  1. Hygiene and beauty products ( soap, toothpaste, shower soap, shampoo, shaving product, perfume)
  2. Household cleaning products
  3. Detergent products
- B. Building, DIY and gardening products ( cement, plaster, basic chemical product like solvent, fabric, painting, adhesive, cable, wire, ...)
- C. Other products ( lubricant, antifreeze, food film in aluminum, plastic or paper)

Additional to this main Arrêtê Royal, there are two little ones that have been added.

The first one concerns all the selling places under 150 square meters. For those, price marking per unit of product is not mandatory

The second one concerns spices and it has been decided that for spices, the reference will be 100 grams and not 1kilogram.

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