



# Regulations on the design of price lists and POS information

## General requirements

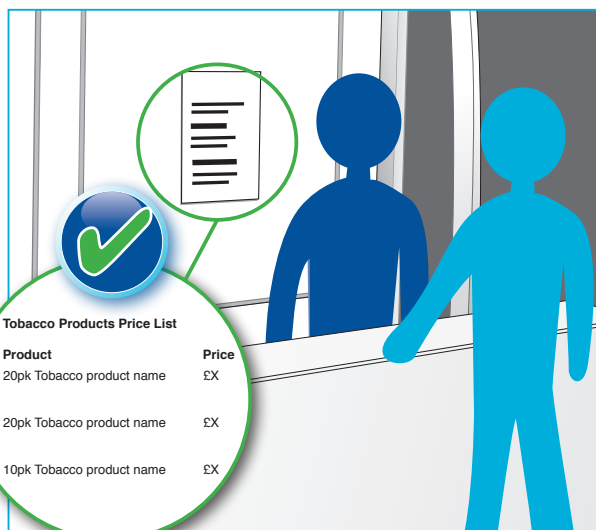
The Display Ban legislation permits only three types of price lists and labels for tobacco products. The legislation sets out that each of these must only use black Helvetica or Arial plain font, which is the same size throughout the list, with **NO** underlining, italics or other distinguishing emphasis. It will be an offence to display prices in any other way. Retailers must still ensure they comply with the Price Marking Order requirement that the price of goods be clearly displayed in-store.

## Permitted lists and labelling

### 1 Display unit poster

One A3 poster may be displayed in each separate area of the store where tobacco products are displayed and sold or at each till where they are sold. In addition to the above, the poster must:

- Be titled bilingually 'Rhestr o brisiau cynhyrchion tybaco / Tobacco products price list'.
- Have wording no larger than size 30 font.
- Only contain the brand name, price and number of units per pack.
- The following bilingual sub headings can be used:
  - sigarêts / cigarettes.
  - tybaco rholio â llaw / hand rolling tobacco.
  - sigârs / cigars.
  - cynhyrchion tybaco eraill / other tobacco products.



### 2 Counter tobacco catalogue

A product catalogue may be kept at each point of sale, but must not be displayed unless requested by a person over 18.

In addition to the general requirements above, the catalogue must:

- Have wording no larger than size 14 font.
- Contain images of branded packaging no larger than 50cm<sup>2</sup> (roughly the size of a standard pack).



### 3 Price labels

Price labels may be placed on covered shelving or the front of the storage unit.

In addition to the general requirements above:

- Each label must be no larger than 9cm<sup>2</sup>.
- Have wording no larger than size 14 font.
- There may only be one label per each location a product is stored.
- Only contain the brand name, price and number of units per pack.

