

# ISO 21041:2018 (E)

## Guidance on unit pricing

---

### Contents

	Foreword
	Introduction
1	Scope
2	Normative references
3	Terms and definitions
4	Objective
5	Main principles
5.1	General
5.2	Provision
5.3	Units of measure
5.4	Displaying unit price
5.5	Consistency
5.6	Planning, implementing and monitoring
5.7	Communication
5.8	Consumer education
6	Provision of unit price
6.1	General
6.2	Consistency of provision of unit price
6.3	Special offers
7	Units of measure
7.1	General
7.2	Consistency of measure
7.3	Measurement and calculation
7.3.1	Accuracy
7.3.2	Rounding
8	Displaying unit price
8.1	General
8.2	Location (proximity to selling price)
8.3	Font type
8.4	Font size
8.5	Colour and contrast
8.6	White space
8.7	Border(s) and box
8.8	Expression of “unit price”
8.9	Obscuring
8.10	Format
8.11	Symbols and abbreviations
8.12	Monetary denomination
8.13	Consistency of displaying unit price
8.14	Non-ambiguity
9	Provision and display in-store
9.1	General
9.2	Lower shelves in-store
9.3	Viewing distance and angle

- 9.4 Surface reflection
- 10 Provision and display online
- 11 Provision and display in advertising
- 12 Establishing a new in-store or online unit pricing system
- 13 Consumer education
- Annex A (informative) Examples of the potential benefits of unit price provision
  - A.1 Potential benefits for consumers
  - A.2 Potential benefits for retailers
  - A.3 Potential benefits for governments
- Annex B (informative) Guidance for depicting unit price information on labels
  - B.1 General
  - B.2 Constant measure package examples
  - B.3 Variable measure package example
  - B.4 Checklist
  - B.5 Other considerations
  - B.6 Illustration of elements
- Annex C (informative) International system of units of measure and abbreviations
  - C.1 Metric symbols
  - C.2 Customary symbols and abbreviations of units
- Annex D (informative) Example of establishing a new in-store or online unit pricing system
  - D.1 General
  - D.2 BOS and POS system/software
  - D.3 Database update
  - D.4 Label printing hardware (in-store operators only)
    - D.4.1 General
    - D.4.2 Process
  - D.5 Web/app page update (online operators only)
  - D.6 Future listing process

Page count: 18