



## Price Tickets

Price tickets are provided to retailers in some cases by a number of different wholesalers. The Department of Health has issued this guideline for reference where price tickets are provided to a retailer by a number of persons.

Specifications for price tickets that can be displayed are contained in the *Tobacco Products Control Regulations 2006* (the Regulations)

Regulation 45 of the Regulations states-

*“Price tickets for tobacco products sold by retailers – specifications*

*For the purposes of section 24(1) and (2) –*

- (a) a price ticket must not exceed 35 cm<sup>2</sup> in area; and*
- (b) a price ticket must have –*
  - (i) a white background with black lettering; or*
  - (ii) a black background with white lettering; or*
  - (iii) the same colour lettering and the same colour background as the other price tickets displayed in the premises unless the price ticket is in electronic form on a vending machine; and*
- (c) all price tickets for tobacco products at the premises must have the same colour lettering and the same colour background; and*
- (d) a price ticket must not contain a fluorescent colour unless the price ticket is in electronic form on a vending machine; and*
- (e) a price ticket must not contain lettering or numbers for the product line information exceeding 8 mm in height; and*
- (f) a price ticket must not contain lettering or numbers for the product line information of a height exceeding that of the lettering or numbers for the price; and*
- (g) the lettering and numbers for the product line information must be of the same height on all price tickets on vending machines at the premises; and*
- (h) the lettering and numbers for the product line information must be of the same height on all price tickets for tobacco products for sale at the premises other than by way of a vending machine; and*
- (i) the lettering and numbers for the price must be of the same height on all price tickets on vending machines at the premises; and*
- (j) the lettering and numbers for the price must be of the same height on all price tickets for tobacco products for sale at the premises other than by way of a vending machine.”*

Regulation 45(c) requires all price tickets to be the same colour combinations, either black lettering on white background or the reverse.

Regulation 45(e) requires the size of font for the product line information to be no greater than 8 mm.

There is no limit on the size of font for the information displayed about the price (\$).

The size of the font for the price information does not have to be the same as the size of the font for the product line information, however Regulation 45(j) requires the lettering and numbers for the price information to be the same height on all price tickets.

Whilst tickets provided by different suppliers of price tickets may, on an individual basis, comply with the regulations, if the size of font on the price tickets provided by different suppliers is not consistent, then the price ticket will not comply with regulation 45(j).

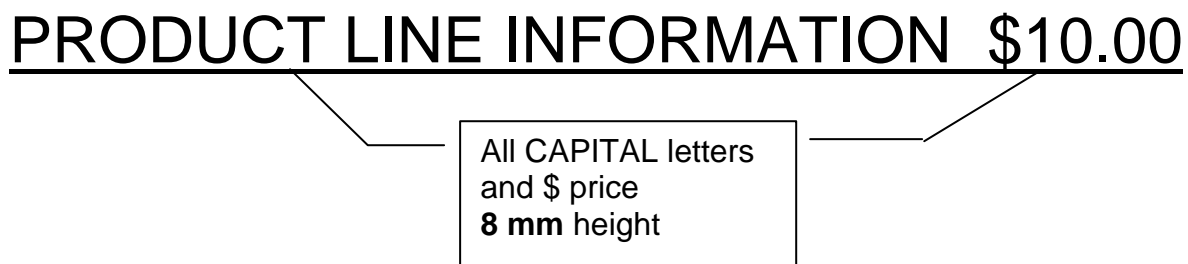
A retailer who displays price tickets having different size fonts for the product line information and the price information commits offences of regulations 45(g) and 45(j).

The matter is one that requires agreement by the different suppliers of price tickets on a consistent format that will not put retailers at risk of prosecution.

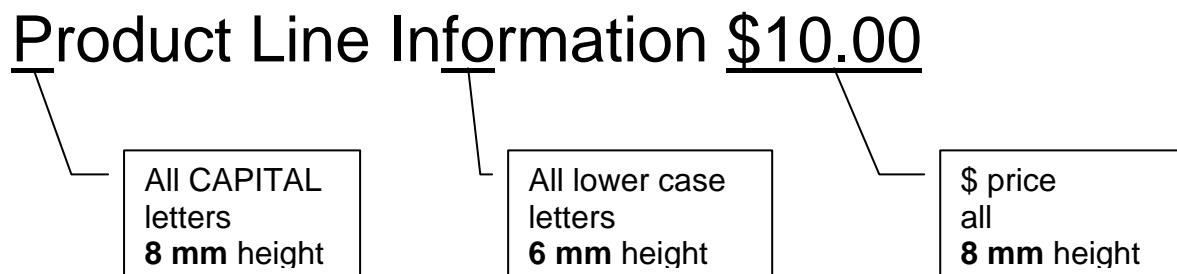


Where a retailer is provided price tickets by more than one supplier, the Department of Health recommend the specifications for colours and the size of fonts on price tickets are as shown below.

1. Price tickets shall have a white background with black lettering
2. Price tickets shall have the following size fonts.
  - (a) Where the product line information is displayed in all capital letters –



- (b) Where the product line information is displayed in a mixture of capital letters and numbers and lower case letters and numbers –



## CONTACT US

For more information contact the Department of Health, Tobacco Control Branch:  
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Official versions of the Act and the Regulations can be obtained from the State Law Publisher:  
<http://www.slp.wa.gov.au/>