

Scanner Price Accuracy Voluntary Code
Retailer Frequently Asked Questions

- Q: The code specifies that “additional product information be displayed in at least 10-point type print”, what does additional product information mean.
- A: Additional product information means the product description and unit of measure if the product is a random weight product (i.e. sold by the weight or other unit of measure).
- Q: The code requires that the price on a shelf label shall be displayed “in at least 28-point bold type print”. Since fonts vary greatly what does 28-point bold type print mean?
- A: For the purposes of the code 28-point bold type print is interpreted as a Font approximately ¼” in height (6mm). Understanding that fonts vary a slight variation is deemed to be acceptable (i.e. 1/16”).
- Q: Our company makes use of a two (or three) tag system to identify the price to the consumer. Do all the prices have to comply with the 28-point font requirement?
- A: Provided that the price and product description are the same on all tags and that one of the tags complies with the 28 - point font requirement for price (two of the tags must comply for 3 tag systems), it is permissible for one of the tags to display price in less than 28-point font. In all instances retailers should strive to ensure that price and product description are clear to the consumer.
- Q: Our merchandising program uses stylistic techniques such as superscripting, and raised fonts in displaying price, or uses different font sizes for the dollar amount vs. the cents amount. Is this acceptable under the code?

Ex

Raised

Different Font Size

\$ 2.99 **\$ 2.99**

- A: If the price of the item is 1 dollar or greater the use of different stylistic techniques is acceptable under the code provided the dollar amount complies with the 28- point font requirement and any variation less than

28-point font in the cents portion does not exceed 30%. If the price is less than a dollar no variation is permitted.

Q: In items that are priced by the pound and kilogram, do both displayed prices have to comply with the 28-point font minimum requirement?

A: Given that the price is the same and Industry Canada guidelines for weights and measures requires one price per unit to be more prominent than the other, only the larger of the two must comply with the minimum requirement.

Q: The code requires that a code sign be posted near each entrance of the store. What does "near" mean?

A: By "near" the code means, understanding that the variation in size and format of store entrances may pose posting and visibility challenges, the retailer will attempt to post the sign so that it is visible to the consumer when they enter the store.

Q: The code states that item free scanner policy does not apply where the law establishes a minimum price for an item or prohibits the retailer from offering a rebate/discount. What does this mean?

A: In some cases the law establishes a minimum retail price for certain commodities or products or, in some jurisdictions, makes illegal for the retailer to provide a rebate on certain products. Although the list of impacted items varies from province to province it generally impacts a limited number of items and may include such products as milk, tobacco products, alcoholic beverages and certain drug products. Of course if the product scans incorrectly the consumer is still entitled to receive that product at the corrected price.

Q: The code, in the item free scanner policy, specifies that if an error occurs the consumer is entitled to the first item free, up to a maximum of \$10. Is this policy inclusive, or exclusive of applicable taxes and deposits.

A: The policy is exclusive of applicable taxes and deposits. In order to facilitate consistent application of the code and accommodate the varied provincial tax and deposit (ecological) requirements, the code mimics manufacturer coupons and requires the consumer to pay any applicable deposits or taxes. The consumer will be assessed the applicable taxes based on the corrected good price. The following example illustrates:

	<i>Correct Price</i>	<i>Scanned Price</i>
	8.00 \$	9.50\$
GST	0.56 \$	0.66 \$
PST	0.64 \$	0.76\$
	<i>Rebate</i>	
	9.50 \$	Cost of Product
	0.22 \$	Overcharged Tax
	9.72 \$	Total

Q: The code, in the item free policy refers to the correct price. Is the correct price the price in the POS system or the displayed price?

A: Under the Competition Act it is illegal to charge a consumer a price higher than the displayed or advertised price for a given product. Therefore for the purposes of the code the correct price is always the displayed price, not the price in the POS system, even if the price in the POS system is the current price.

Q: Are taxes and environment levies included as pricing accuracy issues?

A: Yes, they are included

Q: Where should I place the Scanning Code of Practice Stickers?

A: The large Scanning Code of Practice stickers should be placed at every customer entry and exit way (excluding placing them on sliding doors). The small stickers should be placed in a visible area for the customer at every cashier station.

Q: When I get a consumer complaint relayed to me from the associations what should I do?

A: Consumer complaints relayed to members should be resolved according to their policy. Once the customer is satisfied with how their complaint was resolved retailers should loop back with their respective association and let them know how the consumer complaint was resolved.

Q: What do I do when a staff member tries to take advantage of the scanning code of practice?

A: This is to the discretion of each retailer. However their should be a policy in place that staff members are aware of.

Q: How much time do we allow for the customer to bring back an item and still have the Code in effect?

A: The customer is entitled to receive the Code if the item is brought back within 7 days of the purchase date.