



**Kurt E. Floren**  
Agricultural Commissioner  
Director of Weights and Measures

## COUNTY OF LOS ANGELES

Department of  
Agricultural Commissioner/  
Weights and Measures

<http://acwm.co.la.ca.us>



12300 Lower Azusa Road  
Arcadia, California 91006-5872

### \* IMPORTANT NOTICE \*

**TO: Retailers Using Electronic Point-of-Sale Systems ("Scanners")**

**FROM: Kurt E. Floren, Director of Weights and Measures**

**SUBJECT: Requirement for Viewable Price Display at Each Register**

State law, effective January 1, 2007, requires operators of electronic point-of-sale systems (i.e., "scanners") to ensure that the price of each item to be paid by any consumer be conspicuously displayed to the consumer at the time the system interprets the price. These requirements were established in Assembly Bill (AB) 2732 (Washington-2002) with amendments established in AB 2285 (Committee on Business & Professions-2006), adding Section 13300 to the California Business and Professions Code, as follows (emphasis added):

*13300. (a) The operator of a business establishment that uses a point-of-sale system to sell goods or services to consumers shall ensure that the price of each good or service to be paid by the consumer is conspicuously displayed to the consumer at the time that the price is interpreted by the system. In any instance in which the business advertises a price reduction or discount regarding an item offered for sale, the checkout system customer indicator shall display either the discounted price for that item, or alternatively, the regular price and a credit or reduction of the advertised savings. Any surcharges and the total value to be charged for the overall transaction also shall be displayed for the consumer at least once before the consumer is required to pay for the goods or services. The checkout system customer indicator shall be so positioned, and the prices and amounts displayed shall be of a size and form, as to be easily viewable from a typical and reasonable customer position at each checkout location.*

*(b) For the purposes of this section, "point-of-sale system" means any computer or electronic system used by a retail establishment such as, but not limited to, Universal Product Code scanners, price lookup codes, or an electronic price lookup system as a means for determining the price of the item being purchased by a consumer.*

*(c) All point-of-sale systems used by a business establishment on and after January 1, 2007, shall comply with the requirement of subdivision (a).*

This is sent to remind you of these new requirements and to assist you in identifying the need for any new electronic checkout equipment for your store. Many retailers using electronic checkout systems are already in compliance with the law. If your customers can currently read the price of each item as it is scanned and all required information is visibly displayed, no further action is needed. If price and discount information is only visible to the sales clerk, you will need to install equipment providing display to the customer.

Examples of equipment meeting requirements of §13300 are shown on the back of this letter.

**If you have any questions, please call us at (562) 940-8926.**

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