



Free Competition Bureau Seminar for Businesses

HI-LO PRICING FOR RETAILERS:

Understanding How the Ordinary Selling Price Provisions of the *Competition Act* Apply to Your Business

Savings claims have a powerful effect on consumers, and are an excellent way of communicating value and savings opportunities to your customers. However, if savings claims are phony or inflated, they can harm consumers, competitors and competition.

If your business offers savings off of your own regular prices, or those of your competitors, then you need to understand how the Ordinary Selling Price provisions of the *Competition Act* apply to you.

Take a minute to answer the questions below:

- Do you know that under the ordinary selling price provisions, you must meet one of two tests before you can claim savings off of a regular price?
- Are you aware of what types of representations constitute a comparison to your own regular prices as opposed to the regular prices of your competitors?
- Do you understand what it means to set your regular prices “in good faith”?
- Are you familiar with the recent case law related to the ordinary selling price provisions and the implications for your business?
- Do you have an up-to-date and effective compliance program in place to ensure that your marketing risks are properly managed?
- Are you confident that your savings claims are in full compliance with the *Competition Act*?

If you answered “no” to any of the above questions, [this seminar is for you!](#)

Come learn straight from the Competition Bureau about the ordinary selling price provisions of the *Competition Act*, and become better informed of your obligations under the law.

The Bureau is offering a free session on January 25, 2006, at the Doubletree International Plaza Hotel.

To register for the seminar, please [click here](#).