

## Turkey Introduces Domestic Production Logo and New Rules for Price Tags

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Turkey has introduced new rules for tags, tariffs and price lists for retail goods and services. From 3 October 2018 these must also include the effective date for sales and unit prices. The Ministry of Trade has also announced a new compulsory logo which must be included on locally manufactured goods.

The Regulation Amending the Regulation on Price Tags ("**Amendment Regulation**") was published in Official Gazette number 30539 on 18 September 2018. The Communiqué on Use of Domestic Production Logo on the Price Tags ("**Communiqué**") was published in Official Gazette number 30556 on 5 October 2018.

Under Turkish law, tags, tariffs and price lists for retail goods and services must indicate:

- The place of production.
- Distinctive characteristics.
- Sale price, including any applicable taxes.
- Unit price.

According to the Amendment Regulation, from 3 October 2018 these must now also include:

- The effective date for sales and unit prices, to enable consumers to follow price changes.
- A specific logo if the product is locally manufactured. The logo aims to promote the use of domestic products. According to the Communiqué, the logo must be:
  - Easily visible and readable.
  - Used in a way that it is easily seen by the consumers
  - Used in its original colours and ratio (below).

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The Communiqué states that the following goods are considered as locally manufactured goods:

- Goods manufactured in Turkey by industrial enterprises, as defined in the Industrial Registration Law number 6948.
- Handcraft and domestic craft goods manufactured in Turkey.
- Goods obtained or manufactured completely in Turkey, as listed in Article 18 of Customs Law number 4458.

Please see this [link](#) for full text of the Amendment Regulation and this link for the full text of Communique (only available in Turkish).

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