

**PRICING AND ADVERTISING OF CONSUMER ITEMS (EXCERPT)**  
**Act 449 of 1976**

\*\*\*\*\* THIS SECTION IS REPEALED BY ACT 15 OF 2011 EFFECTIVE SEPTEMBER 1, 2011 \*\*\*\*\*

**445.351 Definitions.**

Sec. 1. As used in this act:

(a) "Advertising" means all representations disseminated in any manner by any means for the purpose of inducing, or which are likely to induce, directly or indirectly, the purchase of a consumer item, service, good, merchandise, commodity, or real property.

(b) "Automatic checkout system" means an electronic device, computer, or machine which determines the price of a consumer item by using a product identity code, and may but is not required to include an optical scanner.

(c) "Class of item" means a group of consumer items which may vary by brand, style, pattern, color, or size other than weight or volume. Items within a class must otherwise be identical and offered at the same total price.

(d) "Consumer item" means an article of tangible personal property used or consumed, or bought for use or consumption, primarily for personal, family, or household purposes.

(e) "Director" means the director of the department of agriculture or his authorized representative.

(f) "Person" means an individual, firm, partnership, corporation, association, or other legal entity.

(g) "Sale at retail" means the transfer of an interest in a consumer item by a person regularly and principally engaged in the business of selling consumer items to a buyer for use or consumption and not for resale.

(h) "Total price" means the full purchase price of a consumer item, excluding sales tax and container deposit.

**History:** 1976, Act 449, Eff. Jan. 1, 1978.

**Popular name:** Scanner Law

**Popular name:** Item Pricing Act