

# Principal Display Panel and Retail Display

*Effective Date: May 15, 2002*

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## Background

What is a Principal Display Panel, or PDP?

The definition for the PDP can be found in Wis. Admin. Code § 90.01(19), which states the following: "Principal display panel' means that part of a package which is most likely to be displayed to or examined by a consumer under normal conditions of retail sale. If a package includes more than one principal display panel, 'principal display panel' includes each of those panels. If a package is cylindrical in shape, 'principal display panel' means that 40% of the cylinder circumference that is most likely to be displayed or presented to a consumer under normal conditions of sale."

## Display requirements

1. Display panel must be located in a place on the package, which is most likely to be viewed by the consumer, and must include ATCP 90 requirements. For example, if packages of hamburger are found with the labels on the bottom of the packages, store personnel should be told to move the labels to the most customarily viewed side, which in this case would be the top.
2. The Wisconsin Weights and Measures program endorses the following procedure when reasonably attainable.

We encourage placement of packages so the PDP is viewable from the shelf, however, we realize there will be situations which prohibit this (i.e. products in bulk bins such as cheese or turkeys).