

[DOE EIAB MEMORANDUM CIRCULAR NO. 97-01-001, January 16, 1997]

INSTALLATION OF PRICE DISPLAY BOARDS

WHEREAS, Republic Act 8180, otherwise known as the "Downstream Oil Industry Deregulation Act of 1996, provides for the deregulation of the downstream oil industry to foster a truly competitive market which can be better achieve the social policy objectives of fair prices and adequate, continuous supply of environmentally – clean and high-quality petroleum products;

WHEREAS, for the convenience of the public and monitoring of prices of petroleum products, Rule IV Section 12 (b) of the Implementing Rules and Regulations of RA 8180 requires all retailers of petroleum products to display the prices of petroleum products sold in gasoline stations in price display boards; and

WHEREAS, during the full deregulation, such price display board shall be regularly monitored by the Energy Industry Administration Bureau of the Department of Energy.

NOW, THEREFORE, effective 01 March 1997 or at the start of the effectivity of full deregulation, all dealers/operators of gasoline stations shall be required to display the price of each type of petroleum product sold in their establishments in prominently installed price display boards based on the following specification requirements:

1. Backgrounds conforming to the following color coding scheme:

Green	Unleaded Premium Gasoline
Red	Premium Low Lead Gasoline
Orange	Regular Gasoline
Yellow	Diesel Fuel
White	Kerosene
Light Blue	LPG

2. All numeric entries shall be at least six (6) inches in height and colored in black.

Failure to comply with this directive shall subject the violator to corresponding administrative sanctions as may be imposed by the Bureau.

Your strict compliance is hereby enjoined.