
A BILL FOR AN ACT

RELATING TO PRICE TRANSPARENCY.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF HAWAII:

1 SECTION 1. Chapter 237, Hawaii Revised Statutes, is
2 amended by adding a new section to be appropriately designated
3 and to read as follows:
4 "§237- Price transparency. All businesses engaging in
5 the retail sale of goods shall include the amount of general
6 excise tax owed for the retail sale of the goods in any display
7 or tag indicating the price of the goods. Any violation of this
8 section shall constitute an unfair or deceptive act or practice
9 in the conduct of trade or commerce within the meaning of
10 section 480-2."

11 SECTION 2. Section 481A-3, Hawaii Revised Statutes, is
12 amended by amending subsection (a) to read as follows:

13 "(a) A person engages in a deceptive trade practice when,
14 in the course of the person's business, vocation, or occupation,
15 the person:

16 (1) Passes off goods or services as those of another;



- 1 (2) Causes likelihood of confusion or of misunderstanding
2 as to the source, sponsorship, approval, or
3 certification of goods or services;
- 4 (3) Causes likelihood of confusion or of misunderstanding
5 as to affiliation, connection, or association with, or
6 certification by, another;
- 7 (4) Uses deceptive representations or designations of
8 geographic origin in connection with goods or
9 services;
- 10 (5) Represents that goods or services have sponsorship,
11 approval, characteristics, ingredients, uses,
12 benefits, or quantities that they do not have or that
13 a person has a sponsorship, approval, status,
14 affiliation, or connection that the person does not
15 have;
- 16 (6) Represents that goods are original or new if they are
17 deteriorated, altered, reconditioned, reclaimed, used,
18 or secondhand;
- 19 (7) Represents that goods or services are of a particular
20 standard, quality, or grade, or that goods are of a
21 particular style or model, if they are of another;



- 1 (8) Disparages the goods, services, or business of another
- 2 by false or misleading representation of fact;
- 3 (9) Advertises goods or services with intent not to sell
- 4 them as advertised;
- 5 (10) Advertises goods or services with intent not to supply
- 6 reasonably expectable public demand, unless the
- 7 advertisement discloses a limitation of quantity;
- 8 (11) Makes false or misleading statements of fact
- 9 concerning the reasons for, existence of, or amounts
- 10 of price reductions; [~~or~~]
- 11 (12) Engages in the retail sale of goods and fails to
- 12 include the amount of general excise tax owed for the
- 13 retail sale of the goods in any display or tag
- 14 indicating the price of the goods; or
- 15 [~~(12)~~] (13) Engages in any other conduct which similarly
- 16 creates a likelihood of confusion or of
- 17 misunderstanding."

18 SECTION 3. Statutory material to be repealed is bracketed
19 and stricken. New statutory material is underscored.

20 SECTION 4. This Act shall take effect on January 1, 2024.

21



H.B. NO. 514

INTRODUCED BY: Paul Gray

JAN 20 2023



H.B. NO. 514

Report Title:

Sales; General Excise Tax; Price Transparency

Description:

Requires all businesses engaged in the sale of goods to include the amount of general excise tax owed in any display or tag indicating the price of the goods. Effective 1/1/2024.

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