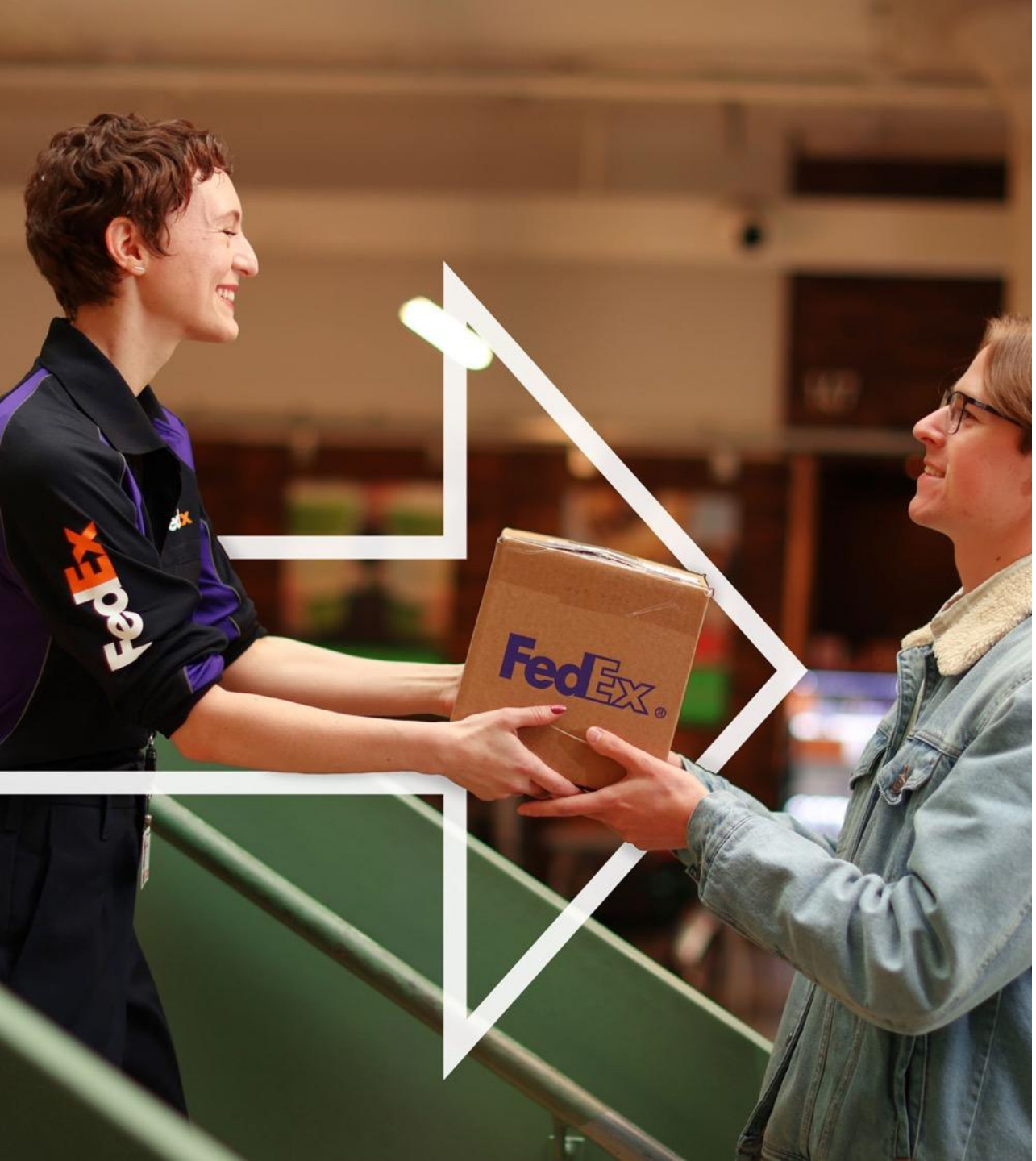
Change to EU import rules: Product Identifiers (PIDs)

Information accurate as of October 1, 2026



Customs rules are changing for consumer goods imported into the EU customs territory.

As part of wider changes to EU import rules, for shipments valued at €150 or less, sold in distance sale to consumers (B2C) and shipped into the EU, sellers are being mandated to provide Product Identifiers (PIDs) when shipping their goods into the EU.

This new data requirement has been encouraged since July 1, 2026 to enable a smooth transition and will be enforced from November 1, 2026. It marks a significant change for sellers when shipping their goods into the EU because it is the first time information is required at individual product level (not shipment level) for customs declarations.

If we don’t have the right information in compliance with the new regulation relating to products sold in the EU, your shipments can’t be cleared and your customers won’t receive their goods.

Information is accurate and valid as of October 1, 2026

What are PIDs?

There are three types of PID:

1

M-PID
Merchant Product Identifier

Your own SKU or product code used to identify the product in your catalogue.

MANDATORY

2

NS-PID
Non-Standardised Manufacturer Product Identifier

The model, part of style number assigned by the manufacturer.

MANDATORY

3

S-PID
Standardised Manufacturer Product Identifier

A globally recognised identifier such as a GTIN, EAN, UPC or ISBN, where available.

MANDATORY IF IT EXISTS

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What are PIDs?

There are three types of PID:

1

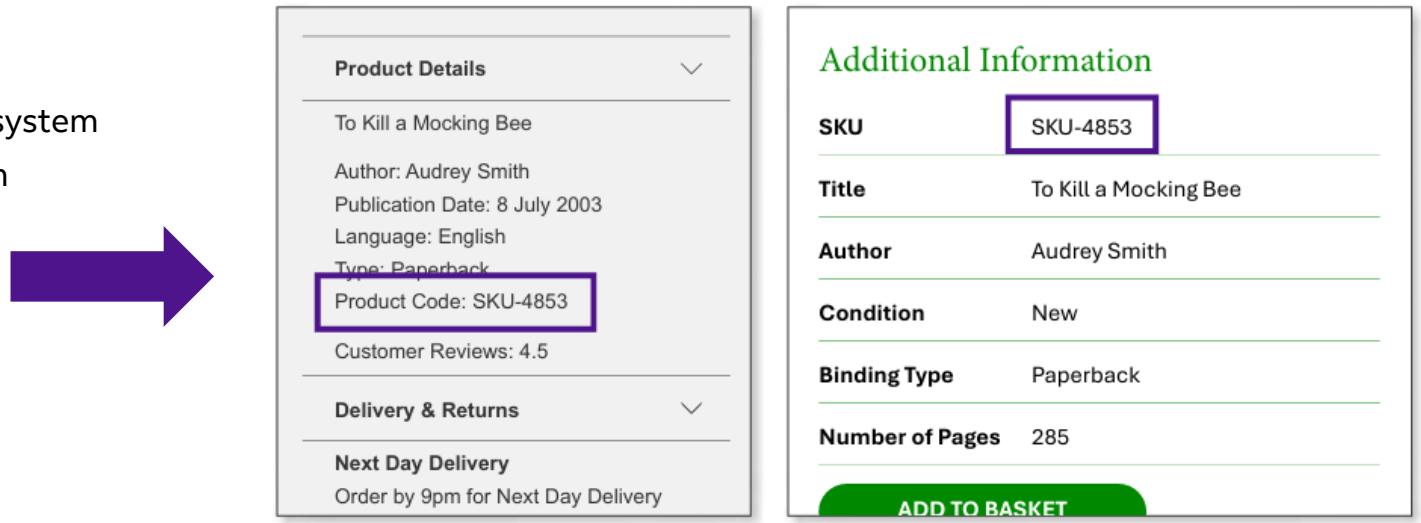
M-PID
Merchant Product Identifier

MANDATORY

Your own SKU or product code used to identify the product in your catalogue.

Where to find it:

- In the merchant's ERP or inventory system
- E-commerce or marketplace system



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What are PIDs?

There are three types of PID:

2

NS-PID

Non-Standardised Manufacturer Product Identifier

MANDATORY

The model, part of style number assigned by the manufacturer.

Where to find it:

- On product label or packaging
- In supplier catalogues or product datasheets
- Provided by distributor or wholesaler if applicable

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What are PIDs?

There are three types of PID:

3

S-PID

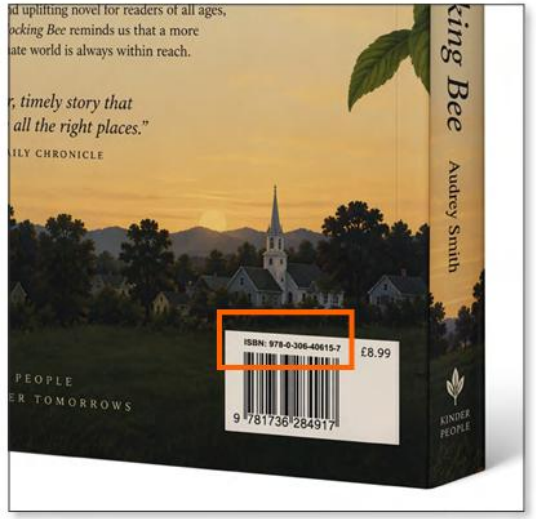
Standardised Manufacturer Product Identifier

A globally recognised identifier such as a GTIN, EAN, UPC or ISBN, where available.

MANDATORY IF IT EXISTS

Where to find it:

- On or under the barcode
- In a GS1 registry / barcode database
- In retailer listing information on marketplaces



If the S-PID is non-existent write “NO”. Never leave this field blank when using FedEx automated tools or on your Commercial Invoice.

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When to include PIDs

Sellers are required to provide Product Identifier codes for each item in shipments valued at €150 or less, sold in distance sale to consumers (B2C) and imported into the EU.

PIDs only apply to distance sale B2C shipments and are not required for B2B VAT registered recipients in the destination country. This will be determined by the recipient's VAT number.

For example:

• If you have a B2C shipment going to one of the 27 EU member states and no VAT number is provided in the Tax ID field on our automation tools FedEx Ship Manager at fedex.com or FedEx Ship API, you need to provide PIDs to complete the shipment.

• If you have a B2B shipment and a VAT number is provided in the Tax ID field on our automation tools FedEx Ship Manager™ at fedex.com or FedEx Ship API, PIDs are not required.

B2C shipment – No recipient VAT number	✓ PID Required
B2B shipment – recipient VAT number	✗ No PID Required

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When to include PIDs

Specific compliance solutions

There are a small number of compliance solutions for specific product categories.

• For agricultural, artisanal and cultural goods, you can use designated conventional identifiers to comply, provided your items are correctly classified under the specified commodity codes.

• For healthcare, medical and pharmaceutical goods, highly specific identifier requirements are given, depending on their classification.

• For second-hand, refurbished and custom goods, the PID requirement remains fully mandatory. You must provide the identifier that corresponds to the baseline or original item.

For more details, view the European Commission's guidance document.

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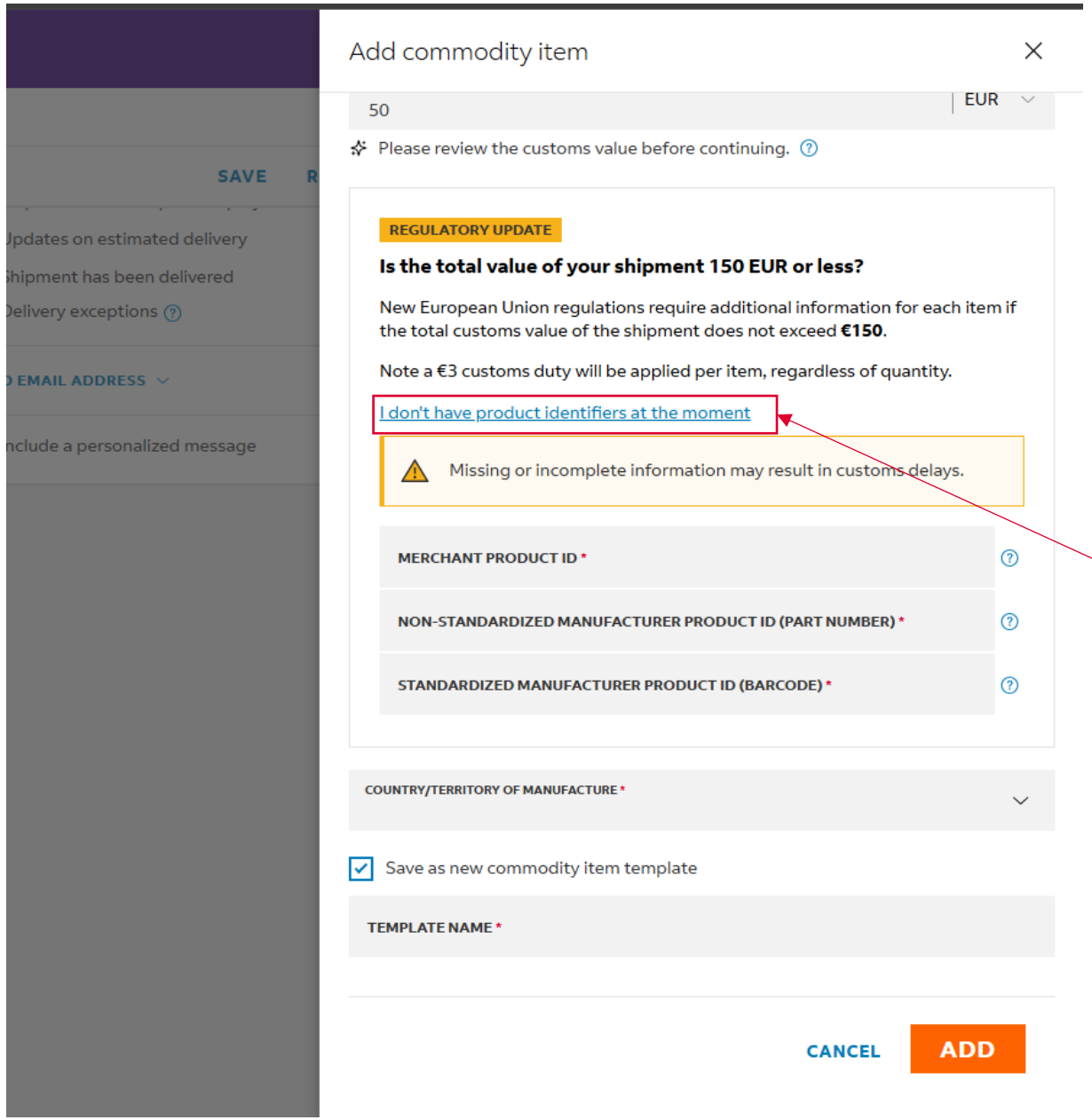

How to provide PIDs in FedEx Ship Manager™ at fedex.com

Screen: Add commodity item

For B2C shipments (when no VAT number is provided in the recipient Tax ID field) with a customs value below EUR 150, the Product Identifier (PID) fields will be displayed and required.

If you do not have the PID information available, click the blue link **"I don't have product identifiers at the moment."** You will be directed to an acknowledgment screen before proceeding.

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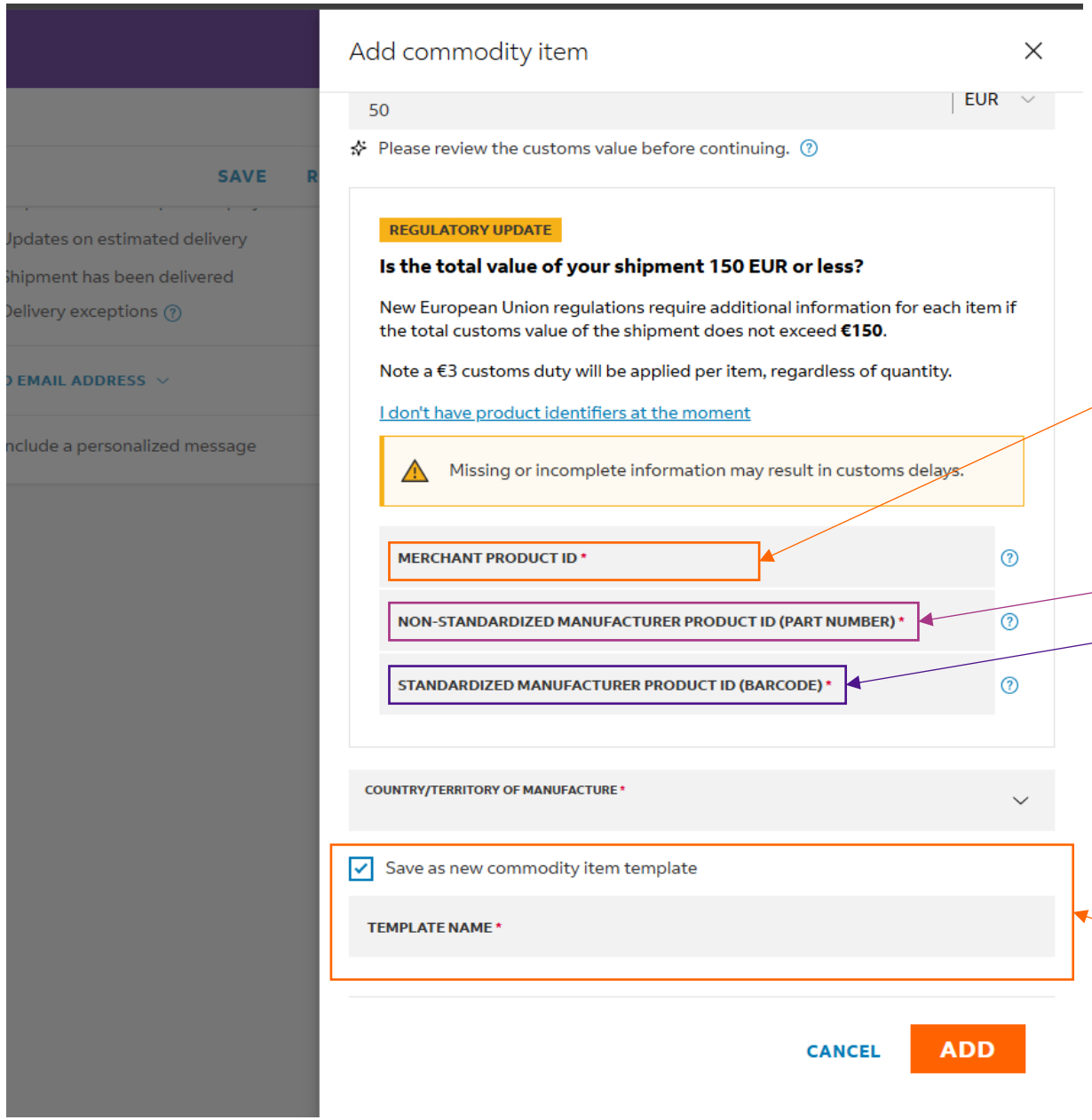


How to provide PIDs in FedEx Ship Manager™ at fedex.com

Screen: Add commodity item

Field: "Product Identifier (PID)"

NEW DATA REQUIREMENT!

Enter Product identifier details according to accepted format:

Merchant Product Identifier

- The merchant's unique code to identify goods, usually the SKU (Stock Keeping Unit), item code or product code.

Non-standardized Manufacturer Product Identifier

- A manufacturer or product supplier's unique product code.

Standardized Manufacturer Product Identifier

(only if it exists)

- A code provided by a governing body to a manufacturer or producer where their unique product(s) meets the industry standards.

  Often identified with a bar code, ISBN, EAN, or GTIN. Put "NO" if the S-PID is not available.

You can save your item descriptions with the PID as a new commodity item template for future use.

Information is accurate and valid as of October 1, 2026

How to provide PIDs if you use FedEx commercial invoice

How do you ship with FedEx?	What you need to do	Do you need to include PIDs on your Commercial Invoice?	Do you need to provide PIDs on an additional document?
FedEx Ship Manager™ at fedex.com	Provide PIDs directly in the FSM shipping screens	No	No
FAPI (Ship API and/or Regulatory API) schema	Submit PIDs via the API	No	No
FAPI (not integrated) & Non-FSM / Offline (customers e.g. GSM, FUSE) using a FedEx-generated Commercial Invoice	Provide a separate document, listing the PIDs for each item	No – in case of a FedEx generated CI, do not provide PIDs in the description field. Use a supplementary document instead	Yes
FAPI (not integrated) & Non-FSM / Offline (customers e.g. GSM, FUSE) using their own Commercial Invoice	Include the PIDs for each item directly on your own Commercial Invoice	Yes	No (if the PIDs are already on your own Commercial Invoice)

1. **Merchant Product Identifier example:**
   123456

2. **Non-Standardised Manufacturer Product Identifier example:**

   12AD3456

3. **Standardised Manufacturer Product Identifier example:**

   123456 or NO if the S-PID is not available

Information is accurate and valid as of October 1, 2026

How to provide PIDs if you use your own commercial invoice

Here is an example of how line items should be entered on your Commercial Invoices and supporting documentation, such as packing lists.

PIDs should always be added at the end of the description.

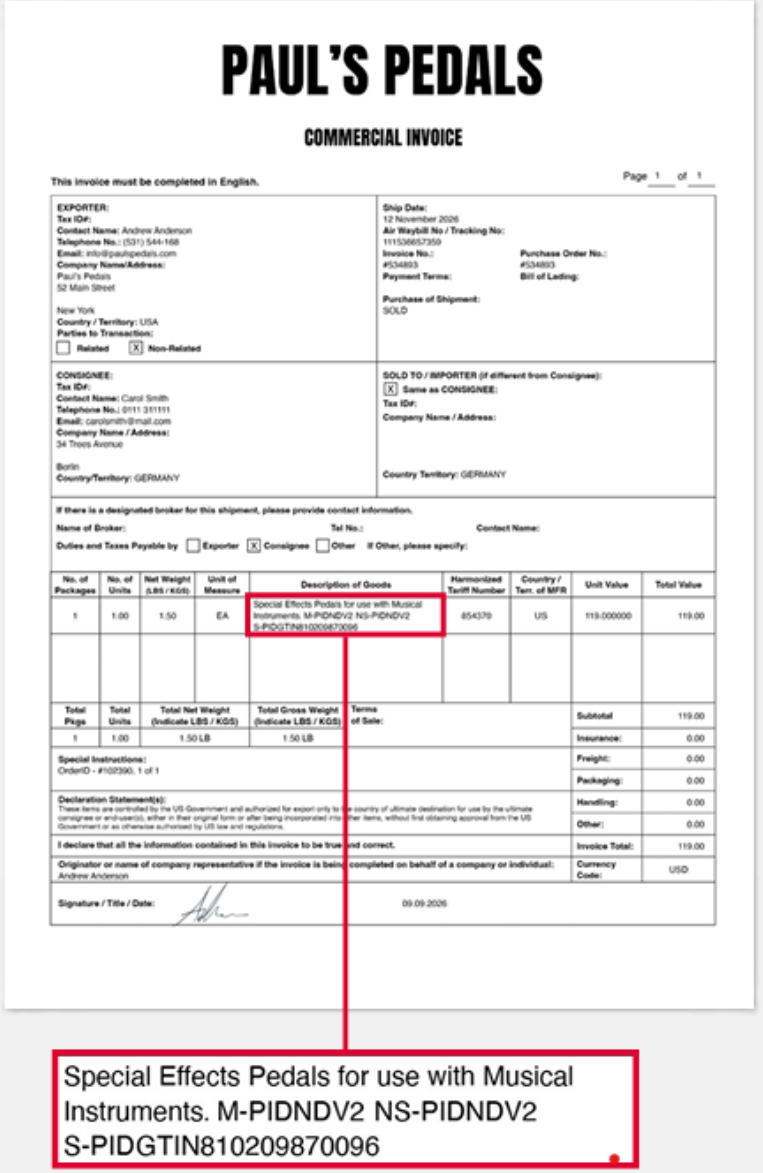
Each PID should be preceded by the abbreviation for that specific identifier, without any spaces or commas, as follows:

1. **Merchant Product Identifier example:**
   M-PID123456
2. **Non-Standardised Manufacturer Product Identifier example:**
   NS-PID12AD3456
3. **Standardised Manufacturer Product Identifier example:**
   S-PID123456 or **S-PID**NO if the S-PID is not available

Each of these three PID entries should be separated by a single space, as shown in the example (right).

When adding a Product Identifier code to the Commercial Invoice, each must be identified using the proper header (M-PID; NS-PID; S-PID) followed by the respective code. If an S-PID is non-existent, please add "S-PIDNO".

Ensure PIDs are included following the suggested order. This information must always be included in the Commercial Invoice and other shipping documents like packing list to ensure availability at the time of clearance. FedEx Ship Manager™ at fedex.com and FedEx API are able to support this requirement. PID fields will be mandatory on these shipping solutions from October 26, 2026, meaning without PIDs, you will not be able to create a label and complete your shipment



PAUL'S PEDALS

COMMERCIAL INVOICE

This invoice must be completed in English.

Page 1 of 1

EXPORTER:
Tax ID#:
Contact Name: Andrew Anderson
Telephone No.: (531) 544-168
Email: info@paulspedals.com
Company Name/Address:
Paul's Pedals
52 Main Street

New York
Country / Territory: USA
Parties to Transaction:
☐ Related ☒ Non-Related

Ship Date:
12 November 2026
Air Waybill No / Tracking No:
111536657350
Invoice No.: #534893
Purchase Order No.: #534893
Payment Terms:
Bill of Lading:
Purchase of Shipment:
SOLD

CONSIGNEE:
Tax ID#:
Contact Name: Carol Smith
Telephone No.: 0111 311111
Email: carolsmith@mail.com
Company Name / Address:
34 Trees Avenue

Berlin
Country/Territory: GERMANY

SOLD TO / IMPORTER (if different from Consignee):
☒ Same as CONSIGNEE:
Tax ID#:
Company Name / Address:

Country Territory: GERMANY

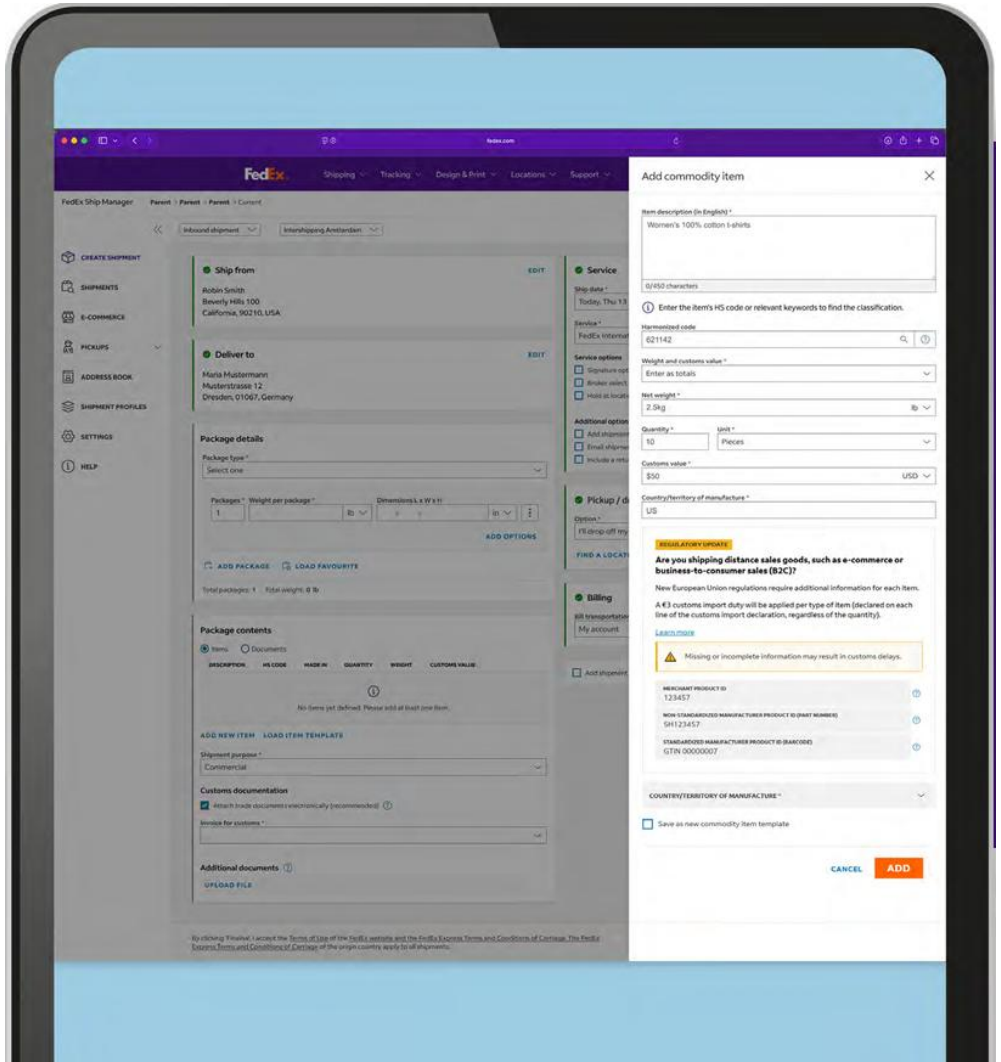
If there is a designated broker for this shipment, please provide contact information.
Name of Broker: Tel No.: Contact Name:
Duties and Taxes Payable by ☐ Exporter ☒ Consignee ☐ Other If Other, please specify:

No. of Packages	No. of Units	Net Weight (LBS / KGS)	Unit of Measure	Description of Goods	Harmonized Tariff Number	Country / Terr. of MFR	Unit Value	Total Value
1	1.00	1.50	EA	Special Effects Pedals for use with Musical Instruments. M-PIDNDV2 NS-PIDNDV2 S-PIDGTIN810209870096	854370	US	119.000000	119.00

Total Pkgs	Total Units	Total Net Weight (Indicate LBS / KGS)	Total Gross Weight (Indicate LBS / KGS)	Terms of Sale:		
1	1.00	1.50 LB	1.50 LB		Subtotal	119.00
					Insurance:	0.00
Special Instructions: OrderID - #102390, 1 of 1					Freight:	0.00
					Packaging:	0.00
Declaration Statement(s): These items are controlled by the US Government and authorized for export only to the country of ultimate destination for use by the ultimate consignee or end-user(s), either in their original form or after being incorporated into other items, without first obtaining approval from the US Government or as otherwise authorised by US law and regulations.					Handling:	0.00
					Other:	0.00
I declare that all the information contained in this invoice to be true and correct.					Invoice Total:	119.00
Originator or name of company representative if the invoice is being completed on behalf of a company or individual: Andrew Anderson					Currency Code:	USD
Signature / Title / Date: 09.09.2026						

Special Effects Pedals for use with Musical Instruments. M-PIDNDV2 NS-PIDNDV2 S-PIDGTIN810209870096

How to provide PIDs



Don’t forget !

If you use FedEx commercial invoice,

when adding a Product Identifier code to your shipment via FedEx Ship Manager™ at fedex.com or FedEx API, enter the respective codes directly without any header. If an S-PID is non-existent, please add “NO”.

If you use your own commercial invoice,

when adding a Product Identifier code to your shipment, each must be identified using the proper header (M-PID; NS-PID; S-PID) followed by the respective code. If an S-PID is non-existent, please add “S-PIDNO”

Shipper email address and contact details must also be provided so we can contact you in case of missing or inaccurate PIDs.

Why does it matter?

Customs Authorities are requesting PIDs to perform risk analysis and provide better control on products arriving into the EU customs territory.

FedEx acts as the customs broker at the time of import into the EU customs territory.

Following guidance from the European Union authorities, we strongly recommend adding PIDs now, to help ensure smooth clearance for shipments arriving in the EU, in preparation for November 1 enforcement.

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Want more information?

Visit fedex.com to learn more about how EU customs changes will affect your shipments.