



Shipping to EU Consumers?

Prepare for mandatory Product Identifiers (PIDs) starting November 1, 2026



WHAT ARE PIDs?

Product Identifiers (PIDs): Codes used to identify and distinguish a product during the European Union (EU) import clearance process.

WHEN ARE PIDs REQUIRED?



PID information will be required for products shipped to recipients in the EU through Business-to-Consumer (B2C) transactions, when the total shipment has an intrinsic value of €150 or less.

This includes sales made through websites, online marketplaces, and e-commerce platforms.

Please note that PID requirements do not apply to products shipped to Value-Added Tax (VAT)-registered businesses in the EU country of destination through Business-to-Business (B2B) transactions.

HOW MANY PID TYPES?

THREE PID TYPES TO SUPPORT MANDATORY EU REQUIREMENTS

01	02	03
MANDATORY	MANDATORY	MANDATORY WHEN IT EXISTS
MERCHANT PRODUCT IDENTIFIER (M-PID)	NON-STANDARDIZED MANUFACTURER PRODUCT IDENTIFIER (NS-PID)	STANDARDIZED MANUFACTURER PRODUCT IDENTIFIER (S-PID)
Required for every product	Required for every product	Required when a standardized identifier exists
WHERE TO FIND IT: Your product catalogue, inventory management system, or e-commerce product listing.	WHERE TO FIND IT: The manufacturer's product label, packaging, catalogue, or datasheet.	WHERE TO FIND IT: Under the product barcode or in the manufacturer's product specifications. If it does not exist, use "NO".
EXAMPLES: • SKU-4853 • TOTE-WHITE-01	EXAMPLES: • FKS453-BLK • MX2000	EXAMPLES: • GTIN: 5012345678900 • UPC: 123456789012

WHERE & HOW TO PROVIDE PIDs?

THREE KEY ACTIONS FOR ELIGIBLE EU SHIPMENTS

	PROVIDE PID information for each product line item on your Commercial Invoice, electronically using FedEx Ship Manager™ at fedex.ca , or through FedEx API Integration. Please ensure it matches your product records and e-commerce listings.
	ENTER each PID using the appropriate header (M-PID, NS-PID, or S-PID), followed by the corresponding code. If an S-PID does not exist, use "NO".
	INCLUDE a valid shipper email address and contact details when preparing your shipment, so FedEx can reach you if additional information or clarification is required for customs clearance.
	LEARN HOW TO ADD PID INFORMATION ELECTRONICALLY • See our FedEx Ship Manager at fedex.ca PID Guide for step-by-step instructions • FedEx Developer Portal (API Integration)

WHAT SHOULD I KEEP IN MIND?

QUICK COMPLIANCE CHECKLIST: DOs & DON'Ts

DO:	DON'T:
• Provide M-PID and NS-PID for every product. • Provide an S-PID when one exists. • Use separate fields for each PID type. • Ensure PID data matches your product records or online listing. • Include PIDs for each product variant (e.g., style, size, colour).	• Leave PID fields blank. • Combine multiple PIDs in a single field. • Use incorrect PID headers or order. • Provide PID data that does not match product records. • Assume that all business recipients are VAT-registered.

Start providing PIDs now to prepare for mandatory requirements beginning **November 1, 2026**, and help avoid potential shipment delays.