

Are you PID Ready?



FedEx is here to help you prepare for the new Product Identifier (PID) EU requirements

The 3 PIDs you need for EU consumer shipments and where to get them

M-PID
Merchant Product Identifier

Your internal SKU / unique product code. You can obtain this from your system catalog

NS-PID
Non-Standardized Manufacturer Product Identifier

Manufacturer SKU, part number or identifier
You can obtain this from the manufacturer/their website

S-PID
Standardized Manufacturer Product Identifier

Globally recognized ID (GTIN, EAN, UPC, ISBN). You can obtain this industry-recognized code from the manufacturer. Enter 'No' if non-existent

Why is this critical?
Failure to provide all 3 PID fields required by the EU will result in your shipment being **held** and **not delivered**.

Does this apply to you?

This requirement applies to all B2C shipments sold into the EU, regardless of value.

Keep in mind...

Is the recipient a business AND are they VAT-registered in the destination country?

- If **yes**, B2B treatment applies and PIDs are not required.
- If **no**, the shipment is treated as B2C, and PID requirements apply.

Quick Compliance Checklist

Always

- Provide all 3 PID codes
- Use separate fields for each PID type
- Submit PIDs in the correct order (M-PID, NS-PID, S-PID) in commercial invoice
- Enter 'No' if an S-PID does not exist
- Ensure PID data matches your website and product database
- Ensure PID is provided for all B2C shipments, regardless of value
- Include PIDs for every product variant (style, size, color)
- Start validating PID data now ahead of Nov 1, 2026

Never

- Leave any PID fields blank
- Combine multiple PIDs in a single field
- Use incorrect field names or order
- Leave the S-PID field blank
- Input PID data that doesn't match your website and product database
- Assume consumer shipments are exempt due to low value or that every business recipient qualifies as B2B
- Provide PIDs only for one product variant
- Wait until the enforcement deadline is close

Take action today: start providing your PID data now

Provide PIDs for your EU packages today to keep them moving smoothly without customs delays