PREFERRED SHIPPING INC.

DHL AUTHORIZED RESELLER



Product Identifiers become mandatory on November 1, 2026

This is an EU requirement, not a DHL Express one.
Under the EU Customs Reform, from November 1, 2026, a Product Identifier (PID) becomes a mandatory line-item data element for B2C shipments of all values imported into the EU27 from non-EU27 countries.

You can start now.
PIDs have been accepted on a voluntary basis since July 1, 2026, so you can test your data ahead of the deadline. From November 1, declarations missing the required PIDs may be delayed or returned to origin.

Why do EU Customs authorities need specific product data?
To tackle the safety risk posed by non-compliant, high-volume, low-value B2C e-commerce imports, and to protect EU consumers.

What is a Product Identifier (PID)?
A unique alphanumeric code that tracks a specific product throughout the entire supply chain.

There are three types:

1. **Merchant PID**
   Assigned by the online seller, marketplace or platform.
   Mandatory

2. **Non-Standardized Manufacturer PID**
   Assigned by the manufacturer, producer or product supplier.
   Mandatory

3. **Standardized Manufacturer PID**
   An internationally recognized identifier (e.g. GTIN, EAN, MPN).
   Mandatory if it exists

Required for B2C shipments of all values imported into the EU27, the 27 EU Member States, from non-EU27 countries.
Not required for documents or for B2B shipments to VAT-registered business recipients

*EU27 (European Union, 27 Member States): Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden

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Where to find Product Identifiers

Use this page to locate the required PIDs and prepare your shipment data.

1 Merchant PID

Mandatory in the import customs declaration

Look for:
- SKU or internal product code
- Product URL or listing reference
- Marketplace back office
- Product feed or catalogue export

2 Non-Standardized Manufacturer PID

Mandatory in the import customs declaration

Look for:
- Model, part or set number
- Product packaging
- Manufacturer price list
- Supplier or manufacturer product feed

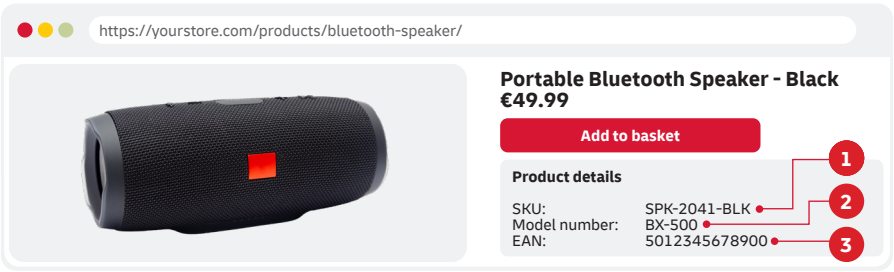
Can't find it? Ask your supplier early.
In specific cases, a Non-Standardized Manufacturer PID can also be used as the Merchant PID, depending on how the merchant structures their product catalog and sets up their platform or website integration.

3 Standardized Manufacturer PID

Mandatory in the import customs declaration, if it exists

Look for:
- Barcode on the product or packaging
- Product specification or details page
- Supplier or manufacturer catalogue
- EAN, GTIN, UPC or ISBN

See where PIDs appear on a product page



*Example for illustration only.

Will the PID impact your duty calculation?

Duty is charged per unique customs declaration line, by HS (Harmonized System) code rather than by Product Identifier.

What you need to do to avoid delays or the shipment returning to origin

1. **Find the PIDs**
   Check your own product data first, then contact suppliers for any missing manufacturer identifiers.
2. **Store them against the product**
   Keep the applicable identifiers against each SKU in your product data.
3. **Send them at line-item level**
   Include them when creating the shipment through your DHL Express electronic shipping solution. Ask your commercial advisor for help.

Find out more

Watch our webinar on EU Customs Reform (EUCR) and what it means for your business.

dhl.com/discover

Scan to watch the webinar