



UPS WORLDSHIP® SOFTWARE USER
**CHANGE TO EU IMPORT
RULES: PRODUCT IDENTIFIERS**

Important Notice: This guide is provided for informational purposes only. Exporters and Importers are solely responsible for the accuracy and completeness of all information submitted and for compliance with applicable laws and regulations. UPS customers should consult their customs broker or other qualified advisor with any questions regarding their compliance obligations.

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OVERVIEW

The European Union (EU) is implementing new import requirements that will require Product Identifier (PID) information for certain business-to-consumer (B2C) shipments entering the EU. Although PID requirements took effect on July 1, 2026, they will become mandatory for EU customs clearance on **November 1, 2026**. To support the required PID data elements for qualifying shipments, UPS WorldShip® users must upgrade to **version 29.0.904**.

To support compliance, UPS introduced new data requirements and enhancements across shipping systems. This document is intended to highlight the information required under the new regulations and answer related questions for WorldShip® software users.

With enforcement beginning on November 1, we strongly recommend that shippers prepare immediately to meet the European Union's mandatory Product Identifier requirements.

Summary of changes to EU import rules: Product Identifiers (PIDs)

What are Product Identifiers (PIDs)?

PID are codes used to identify manufacturers, sellers and products. Since July 1, 2026, the EU has required a PID for every product imported into the EU through a B2C shipment, regardless of its value.

As of November 1, 2026, EU authorities will enforce this requirement, and PID codes will be required for customs clearance.

What Product Identifiers are required?

- Merchant PID – mandatory for qualifying non-exempt products
The seller/platform's own product identifier assigned to the listing
- Manufacturer PID – mandatory for qualifying non-exempt products
The producer/brand's model, part number, etc.
- Standardised PID – required, if exists for the product
Internationally recognised standard identifier (EAN/UPC/GTIN)

These PIDs should be provided on the commercial invoice, noting the PID type for each commodity line item on eligible shipments (see example below).

Line Item	Description	HS Code	Country of Origin	Color	Size	Merchant Product ID	Manufacturer Product ID	Standardized Product ID	Quantity	Value (\$) USD	Total Value (\$) USD
1	Men's 100% Cotton Crewneck T-Shirt	6109.10.0012	VN	Blue	Large	111111	PB987654	ILY143143	2	\$12.00	\$24.00
2	Men's 100% Cotton Crewneck T-Shirt	6109.10.0012	VN	Red	Large	222222	PB876543	ILY143143	1	\$12.00	\$12.00
3	Handmade Ceramic Vase	6912.00.89.00	US	Green	502ml	333333	WB123456	No	1	\$40.00	\$40.00

Note: PIDs must be included in the item description field of the commercial invoice and entered in the suggested order. This applies whether you use your own commercial invoice or one generated by UPS.

When are Product Identifiers required?

The Product Identifier requirements will apply when all the following conditions are met:

- Shipment origin is outside the European Union
- Shipment destination is within the European Union
- Shipment is identified as B2C
- Shipment is designated as "For Sale"

What Shipment Qualification Data determines if PIDs are required?

- Commodity Category Exemption Indicator
- Shipper Type Value
- Consignee Type Value
- Reason for Export

Please ensure these values are available within your shipping workflows, as they will be used to determine whether PID information is required.

Which products are exempt from the Product Identifier requirements?

- Unprocessed agricultural and perishable goods
- Handmade and artisan goods
- Antiques, collectibles, art, stamps, and coins

The product categories listed above are subject to an administrative tolerance. These goods do not typically have manufacturer or merchant product identifiers. This includes unprocessed agricultural goods covered by Chapters 1-15, handmade and artisan goods classified under the applicable tariff codes, and antiques, artwork, stamps, and coins classified under Chapter 97. For these products, Customs will consider the Product Identifier requirement met when the Merchant Product ID and Manufacturer Product ID fields are provided in the respective data fields.

What this means for your shipping data: You are responsible for determining whether the goods you are shipping require Product Identifiers or qualify for an administrative tolerance category. For products that qualify, UPS will automatically populate the prescribed conventional values. You do not need to include these values in your data feed. However, your shipment data must include the appropriate classification to support the applicable tolerance category.

To identify exempt products, use the **Commodity Category Exemption Indicator**.

PID information may still be provided for exempt products and is not expected to trigger validation errors.

What happens if I do not provide the Product Identifiers when required?

From October 25, 2026, Merchant PID and Manufacturer PID will be required for non-exempt products. If PID information is missing, the shipment may fail validation and not be able to manifest.

EU Product Identifier updates for WorldShip® software users

Recommended actions for WorldShip® software users

1. Review the new EU Product Identifier requirements and documentation provided in this guide.
2. Assess the impact on current shipping processes.
3. Begin collecting the required Product Identifiers for their products.
4. Upgrade to **WorldShip® software version 29.0.904** as soon as possible once it is available.
5. Finalise any updated processes to ensure compliance when the Product Identifier requirement goes into effect.

When and where will the new version of the WorldShip® software supporting the PIDs for the EU be available for download?

If you are using version 29.0.105 or later, you will automatically receive the upgrade prompt as early as September 30, 2026. To begin the upgrade, simply click OK when the prompt appears. The UPS WorldShip® software will then restart and automatically install the new version.

Important: If the upgrade prompt no longer appears, you can find it in your WorldShip® software mailbox.

If you are using a version older than 29.0.105, you must first upgrade to version 29.0.105 before upgrading to version 29.0.904.

If you are unable to install the upgrade to 29.0.105 automatically when WorldShip starts, please proceed directly to download and install the 29.0.904 version from [WorldShip Download page](#).

WorldShip® software version 29.0.904 will be available for download from the [WorldShip Download page](#) beginning on **October 8, 2026**.

What if I cannot locate the upgrade prompt?

You can trigger the update by following these steps:

1. Open the WorldShip® software
2. Select **Tools** from the top menu
3. Click on **More Tools**
4. Select **Communicate with UPS**

This will retrieve the prompt.

Where will I need to enter the PIDs in the WorldShip® software?

The PIDs can be input under the Customs Documentation section of the WorldShip software within the EDM sub-section as shown below.

The screenshot displays the UPS WorldShip software interface. The top menu bar includes Home, My Services, Tools, Printing Activities, Import-Export, UPS.com, and Support. The main toolbar contains icons for History, Retrieve Quote ID, Create a Return, Track, Addresses, End of Day, Pickup Information, and Message Center. The 'Tools' menu is open, showing 'More Tools' and 'Communicate with UPS'. The 'Customs Documentation' tab is selected, showing the 'EDM' sub-section. The 'Who are you shipping to?' section has 'Consumer' selected. The 'Is the value of your shipment less than or equal to 150.00 EUR?' section has 'Yes' selected. The 'Goods' section is highlighted with a yellow box, showing a table with columns: #, Commodity Category, Exemption, Standardized Product Identifier, Manufacturer Product Identifier, and Merchant Product Identifier. The table has one row with #1 and Commodity Category 'No'. The 'Duties and Taxes' section shows '0.00' and an 'Estimate' button.

#	Commodity Category	Exemption	Standardized Product Identifier	Manufacturer Product Identifier	Merchant Product Identifier
1	No				