



GUIDE FOR HOST TO HOST APPLICATION

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.

CONTENTS

OVERVIEW	3
Summary of changes to EU import rules: Product Identifiers (PIDs)	4
What are Product Identifiers (PIDs)?	4
What Product Identifiers are required?	4
When are Product Identifiers required?	4
What Shipment Qualification Data determines if PIDs are required?	5
Which products are exempt from the Product Identifier requirements?	5
What happens if I do not provide the Product Identifiers when required?	6
EU PID Technical Specifications for Host to Host	6
1.0 Summary of required changes	6
2.0 Acronyms	6
3.0 Business Rules:	7
4.0 PLD (Package Level Detail):	12
5.0 Messaging	13

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. This change is part of the phased implementation of the removal of the €150 de minimis threshold. As a result, all shipments valued at €150 EUR or less and imported into any of the EU-27 countries from outside the EU now require full customs clearance.

To support compliance, UPS introduced new data requirements and enhancements across shipping systems. Host to Host shipping application integrations need to capture and support the new data elements for qualifying shipments.

This Guide helps Host to Host Application Developers understand the updated specifications, identify the information required under the new regulations, and find answers to frequently asked questions.

Recommended Actions:

- Review the attached Technical Specifications section of this document
- Evaluate any impact on your shipping application
- Begin development and testing planning activities
- Finalise integration updates to ensure compliance when the Product Identifier requirement goes into effect.

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 processed. Please review your validation logic.

PID requirements apply at the individual product level (commodity invoice-line level). If your shipment contains multiple products, some may require PID information while others may be exempt.

EU PID Technical Specifications for Host to Host

1.0 Summary of required changes

Effective October 25, 2026, Host to Host shipping applications must support three separate Product Identifiers (PID) fields per product line item at the commodity level for all B2C Shipments AND the reason for shipment is "Sale". A new segment is being introduced to support the PIDs, *QACRF.

2.0 Acronyms

Table 1: Acronyms

Term	Definition
B2B	Business-to-Business
B2C	Business-to-Consumer
C2B	Consumer-to-Business
C2C	Consumer-to-Consumer
EAN	European Article Number (<i>also referred to as International Article Number</i>)
GTIN	Global Trade Item Number
IMEI	International Mobile Equipment Identity
ISBN	International Standard Book Number
UPC	Universal Product Code
PID	Product Identifier

3.0 Business Rules:

3.1 The Shipping system must enforce the removal of the €150 de minimis threshold, ensuring that all eligible low-value shipments require formal customs declarations.

3.1.1 When a Host to Host Shipping System creates a shipment from a non-EU origin to any EU destination, the Host to Host Shipping System must then provide the shipper with options to select if their shipment is B2B, B2C, C2B, or C2C for the Shipment Customer Type and must include that information in the PLD Shipment data under segment ***QASCT**.

3.1.2 The €150 customs value threshold shall no longer be used to determine whether Product Identifiers are required.

3.1.3 Single Authoritative EU Indication.

3.1.3.1 The shipping system must support a single authoritative indication used to determine whether the shipper/receiver is a business or consumer.

3.1.3.2 The indication must be applied to all shipments destined to EU countries.

3.2 Effective October 25, 2026, Host to Host Shipping Systems must support the required Product Identifier Fields for B2C.

3.2.1 The shipping system must support three separate Product Identifiers (PID) fields per product line item if the shipment is B2C and Terms of Shipment is “For Sale”, each explicitly identified by type:

3.2.2 Merchant Product Identifier:

3.2.2.1 The Merchant Product Identifier must represent the product identifier assigned by the marketplace or selling platform and is used to link the shipment to the online product listing.

3.2.2.2 Merchant Product Identifier must be found in the product page URL, your seller dashboard, in your order or export files. Examples: SKU-12345-BLK-M; Item#908877; WinterJacket2026-Blue-L.

3.2.3 Manufacturer Product Identifier.

3.2.3.1 Manufacturer Product Identifier must represent the identifier assigned by the manufacturer to distinguish the physical product, independent of the online listing.

3.2.3.2 The manufacturer must use this code to identify the physical product, as opposed to the online listing.

3.2.3.3 Manufacturer Product Identifier must be found printed on the packaging or product documentation. Examples: Model: BTP-200X; Part No:MF-99881; Style ID:LS2025-WOMEN.

3.2.4 Standardised Product Identifier.

3.2.4.1 Standardised Product ID must represent an internationally recognised product identifier governed by global standards.

3.2.4.2 The Standardised Product ID field is optional, however must be provided if it exists

3.2.4.3 Standardised Product ID must be assigned under an international coding system, such as GTIN, EAN, UPC, ISBN or IMEI. Examples: GTIN-13:8712345678901; UPC:012345678905; ISBN:9783161484100.

1. Merchant Product Identifier	2. Non-Standardised Manufacturer Identifier	3. Standardised Manufacturer Identifier (If it exists)
Created and used by the seller/merchant in their own system. Free-text, non-standard, purely internal. Typical examples: "SKU-12345-BLK-M" (internal SKU) "Item#908877" "Shopify_Product_776662" "WinterJacket2026-Blue-L" "OrderLineRef A123-4A" Example in context: A merchant selling T-shirts creates their own SKU: ➤ Merchant product identifier: "TSHIRT-LOGO-BLUE-M-7890"	Manufacturer's own identifier as printed on the packaging or documentation but not following an international standard (non-EAN, non-UPC, non-GTIN). Typical examples: "Model: BTP-200X" "Part No: MF-99881" "Style ID: LS2025-WOMEN" "Factory Code: CN-PLT-88-RED" "Item code: 55Q78-MFG" Example in context: A Chinese OEM prints on the box: ➤ Non-standardised manufacturer identifier: "Model: Q7-MiniDrone"	A globally recognised, standardised identifier assigned under an international coding system: • GTIN / EAN / UPC • ISBN (for books) • IMEI (for devices, if applicable) • HS code-based standardised IDs (rare) Typical examples: GTIN-13: "8712345678901" UPC: "012345678905" EAN: "5012345678900" ISBN: "9783161484100" (books) Example in context: A branded consumer electronic has an EAN code: ➤ Standardised manufacturer identifier: "EAN 4897082665401"

3.3 Data Transmission Requirements Shipment Data

3.3.1 The shipping system must collect the new Product Identifier (PID) fields only when the user selects reason for export as Sale. If the user selects any other shipment purpose, the shipping system must continue to use the current functionality.

3.3.1.1 Product Identifiers must not be required when customer selects returning the goods, sending them for repair or anything else.

3.4 IOSS Data Capture at Shipment Creation

3.4.1 World Ease Only:

The shipping system must support capturing and maintaining the Import One-Stop Shop (IOSS) number for World Ease movements by associating the IOSS as a shipper-level Vendor Collect ID (VCI) at the parent account level *QAVCI.

The IOSS Number must not be captured for World Ease Child Shipments

3.5 Regulatory Product-Category Exemption

3.5.1 Product Identifier requirements shall not apply to products that fall within approved EU exemption categories:

3.5.1.1 Unprocessed agricultural and perishable goods

3.5.1.2 Handmade and artisan goods

3.5.1.3 Antiques, collectibles, art, stamps, and coins

3.5.2 Exempt shipments may still provide Product Identifiers voluntarily

3.5.3 The Commodity Category Exemption Indicator and the PID Fields may be provided by the shipper.

3.5.4 Commodity Category exemption eligibility shall be determined at the product (commodity/invoice line) level and not at the shipment level.

3.5.4.1 A shipment may contain both exempt and non-exempt products. Commodity Category requirements shall be evaluated independently for each product line.

3.5.5 **IF** a Commercial Invoice is **generated** for an applicable shipment, **THEN** the Commodity Category Exemption Indicator, Merchant

PID, Manufacturer PID, and Standardised shall be included in the document if it is provided.

3.6 World Ease – Single-Country Clearance

- 3.6.1 The system must identify the transaction type at the World Ease child shipment level. If the shipment is B2B, B2C, C2B, or C2C for the Shipment Customer Type and must include that information in the PLD Shipment data under segment ***QASCT**.
- 3.6.2 For any World Ease shipment originating in non-EU origin and destined to an EU import country, do not allow to create the World Ease shipment if:
 - 3.6.2.1 Country of destination of the Parent (import country) and all Childs is the same
 - 3.6.2.2 AND this country of destination is not DE
 - 3.6.2.3 AND ANY child shipment has a value of ≤ 150 EUR
 - 3.6.2.4 AND ANY OF THESE Child shipments ≤ 150 EUR has a transaction type of B2C (Shipper=business; Recipient=Private consumer)
 - 3.6.2.5 AND reason for shipment is “Sale”

3.7 World Ease – Multi-Country Clearance

- 3.7.1 The system must validate whether any World Ease child shipment (≤ 150 EUR) has a destination country different from the master shipment import country.
- 3.7.2 The system must identify the transaction type at the World Ease child shipment level. If the shipment is B2B, B2C, C2B, or C2C for the Shipment Customer Type and must include that information in the PLD Shipment data under segment ***QASCT**.
- 3.7.3 The system must block World Ease child shipment creation if:
 - 3.7.3.1 Destination country $\neq$ master shipment import country
 - 3.7.3.2 AND Check Shipper is not on an exclusion list
 - 3.7.3.3 AND World Ease Child shipment value is ≤ 150 EUR
 - 3.7.3.4 AND transaction type = B2C (business to consumer)
 - 3.7.3.5 AND reason for shipment is “Sale”

- 3.7.4 The system must allow shipment creation if any of the above conditions are not met (e.g., B2B, value >150 EUR, or same destination country or reason for shipment is not “Sale”).
- 3.7.5 The system must **bypass blocking validation rules** for shipments classified as **IOSS**.

4.0 PLD (Package Level Detail):

COMMODITY RELATED FIELDS

This segment is used to pass commodity related fields for a specific commodity within the shipment data. The CommodityFieldType field uniquely specifies the type of commodity data being passed (Product Identifiers, etc.). The CommodityFieldValue field contains the actual value of the commodity field.

RESTRICTION: None

Fieldname	Data Type	Length	Req.	Description
SegmentIdentifier	U	3	R	*QA
NonPLDRelated Qualifier	C	3	R	Valid Value = CRF
SequentialNumberCounter	C	3	R	Required field to uniquely identify a given commodity with a numeric value that is found in the *KE segment.
CommodityFieldType	C	4	R	This field contains a unique value to identify the type of commodity field being passed. Valid values are: 0000 = Commodity is Exempt 0100 = Merchant Product Identifier 0200 = Manufacturer Product Identifier 0300 = Standardised Product Identifier
CommodityFieldValue	C	100	C	This field contains the actual value of the commodity field. Conditional Rule(s): CommodityFieldValue is required except when CommodityFieldType = '0000' or CommodityFieldType = '0300' (Standardised Product Identifier) and a 'Standardised Product Identifier' does not exist for the product.
CommodityFieldSpecialCondition	C	2	C	Conditional Rule(s): CommodityFieldSpecialCondition is required (and the value will = '01') when the following are all true: 1) CommodityFieldType = '0300' 2) CommodityFieldValue is not populated Valid values are: 01 = Standardised Product Identifier Does Not Exist 02 through 99 = Future Use
TOTAL BYTES REQUIRED	115			

LEVEL: Provide the segment level where this segment is applicable.

Shipment ☒ **Package** ☐

DEPENDENCY: This segment is only valid if there is a *KE segment.

5.0 Messaging

Note: The following rules apply to UPSlink applications only.

ShipOption: (EU De Minimis Exclusion)

Config 1: (enableEUDeMinimisExcl)

STC 1: (231)

5.1 Application interfaces

- 5.1.1 The shipping system must interface with the UPS backend system to receive the shipper account number **ShipOption** status (i.e., **ShipOption** is enabled or disabled) during commissioning, add shipper requests, contract status updates, and software upgrades.

5.2 Account validation enabling/disabling for **ShipOption**

- 5.2.1 The shipping system must support a configuration parameter (**Config 1**) from UPS to enable or disable the **ShipOption** contract service.
- 5.2.2 The shipping system must interface with UPS to receive the shipper's **ShipOption** contract status during commissioning, add shipper requests, contract status updates, and software upgrades.
- 5.2.3 When the shipping system sends a commissioning request (PC_COMMISSION_REQ) or add shipper request (PC_CONFIG_MSG) to the UPS backend system, the shipping system must accept the **ShipOption** account status in the response messages (HOST_COMMISSION_RES and HOST_CONFIG_MSG).
- 5.2.4 The shipping system must accept the **ShipOption** account status in the response message (HOST_CONFIG_MSG) from the UPS backend system for updates to the **ShipOption** account status and for software upgrades to support the **ShipOption**.
 - 5.2.4.1 When the shipping system receives a HOST_CONFIG_MSG enabling **ShipOption** for a shipper account number, the shipping system must respond with an "Info" PC_CONFIG_MSG to the UPS backend system with the value (**STC 1**) for the **ShipOption**

account status and the parameter (**Config 1**) implemented in the shipping system.

5.2.4.2 When the shipping system receives a HOST_CONFIG_MSG disabling **ShipOption** for a shipper account number, the shipping system must respond with an “Info” PC_CONFIG_MSG to the UPS backend system with the value (000) for the **ShipOption** account status and the parameter (**Config 1**) implemented in the shipping system.

5.2.4.3 When a shipper account is enabled for **ShipOption**, the shipping system must notify the user that the account is enabled for **ShipOption**.

Type:	Shipper	Name:	enableEUDeMinimisExcl	Master:	Host	
Value:	000, 231	Default	N/A	Format:	C3	
Desc:	000 – to denote that the contract was disabled after commissioning. 000 means the contract is disabled					
	231 - to denote the special consideration code and indicate if the customer has a EU De Minimis Exclusion contract					
Notes:	No parameter is passed at commissioning or addShipper if the customer does not have a contract specified in CRIS/ICRIS					
Impact:	N/A					
Exchanged at Commissioning:		New	Existing	Upgrade	Track Only	For Track w/ Shipper
	Front-End	N	N	N	N	N
	Host	Y	Y	Y	N	N