

New Customs requirements into EU for B2C

The EU has introduced Product Identifier requirements so that customs can identify exactly what's in a parcel – and ensure compliance on an individual product level for the first time.

From 1st November, Product Identifiers will be mandatory for all B2C sales into EU destinations.

Shipments sent with incomplete or inaccurate Product Identifiers will be held by EU customs.

Required fields to be sent on shipments now include:

- Merchant Product Identifier (M-PID) – This is the seller's unique code, used to identify goods. It's usually the SKU (Stock Keeping Unit), item code or product code.
- Non-standardised Manufacturer Product Identifier (NS-PID) – This is a manufacturer or product supplier's unique code, assigned to individual products.
- Standardised Manufacturer Product Identifier (S-PID) – This code is the same for every retailer selling the exact same product and is when the product has achieved a globally recognised standard from a governing body, often a barcode. **If no S-PID exists, this can be left blank.**

In simple terms for the above, it can also be described as:

- Merchant Product Identifier (M-PID) – **what the shop calls it.** The SKU or listing number.
- Non-standardised Manufacturer Product Identifier (NS-PID) – **what the manufacturer calls it.** A model number from the manufacturer.
- Standardised Manufacturer Product Identifier (S-PID) – **the barcode.** A GTIN – code covering EAN, UPC, ISBN. Only required if it is available.

Important key notes:

- Always provide all 3 PID codes: M-PID, NS-PID, S-PID – If there is no S-PID enter "NO"
- Use separate fields for each PID type
- Submit PIDs in the correct order (M-PID, NS-PID, S-PID) in automation tools (where available) and on commercial invoices
- Ensure PID data matches your website and product database
- Include PIDs for every product variant (style, size, colour)
- Include the shipper's email so carriers can reach out if PIDs are missing and/or inaccurate

If you need any assistance or have any questions, please email cs@crossflight.com or call 01753 776000.