

DHL EXPRESS

2026 EUCR REGULATORY CHANGES - PRODUCT IDENTIFIER

OVERVIEW

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EUCR REGULATORY CHANGES - PRODUCT IDENTIFIER

As of 1 November 2026, a **Product Identifier (PID)** will become a **mandatory data element for all Business to Consumer (B2C) goods imported into the European Union (EU27)**. It must be provided at line-item level to enable import customs clearance. This regulatory change is part of the EU Customs Reform (EUCR).

¹ EU (European Union): 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.

IMPORTANT:

- **Please note that the Product Identifier is a mandatory line-item data requirement imposed by the European Union, this is not a DHL Express requirement.**
- **All Express carriers require the Product Identifier to complete the import customs declaration.**

A Product Identifier is a unique alphanumeric code that clearly identifies a specific product, so it can be easily tracked throughout the entire supply chain. There are 2 main types of Product Identifiers:



1. A **Merchant Product Identifier**, assigned by an online seller, marketplace or platform.
2. A **Manufacturer Product Identifier**, assigned by the manufacturer, producer or the product supplier. This can be a 'Standardised' identifier where it relies on internationally recognized standards and 'non-Standardised' otherwise.

WHAT WILL CHANGE AS OF NOVEMBER 1st 2026 WHEN YOU SHIPPING B2C GOODS TO THE EU27

To be able to customs clear B2C shipments as of the 1st of November 2026 in the EU27, customs brokers require the following mandatory PID's on line-item level:

- **The Merchant PID (mandatory)**
- **The non-standardised Manufacturer PID (mandatory)**
- **If it exists, the Standardised Manufacturer PID (mandatory when available)**

IMPORTANT: The Product Identifiers on line-item level shall be provided by the shipper to DHL Express during the shipment creation process. **Further guidance on how to submit the PID's is disclosed in the Product Identifier Customer Presentation.**

WHAT DOES THIS MEAN FOR YOU?

Shippers

Shippers from non-EU27 countries to EU27 shall be aware of the new regulation and understand that their shipments may be delayed when the mandatory PIDs are **not submitted on line-item level to DHL Express** via one of DHL Express Electronic Shipping Solutions.

HOW CAN YOU AVOID DELAYS?

- **Shippers (from Rest of World to EU27) shall:**
- ✓ Provide the following mandatory PID's on line-item level:
 - ✓ **The Merchant PID**
 - ✓ **The non-Standardised Manufacturer PID**
 - ✓ **If it exists, the Standardised Manufacturer PID**
- ✓ Provide accurate and complete details of the goods, including the value of the goods and HS (Harmonized System) codes.
- ✓ Provide complete and accurate Commercial/Proforma Invoice data electronically via DHL Express Electronic Shipping Solutions.



The relevant legal framework is not yet finalized; the following sources provide valuable information for preparation:

[Implementing Act](#)

[Commission guidance document](#)

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