

DPD Product Identifier (PID) Integration & Compliance Guide



This technical guide outlines the data requirements and formatting specifications for passing mandatory Product Identifiers (PIDs) to DPD for low-value B2C shipments under the EU Customs Reform which came into effect on 1 July 2026.

1. Background & Compliance Timeline

The European Union is introducing mandatory Product Identifiers (PIDs) to counter artificial undervaluation and enhance product safety traceability across European imports. PIDs allow EU customs authorities to cross-reference and audit imported items directly against live retailer websites and product catalogs.

- 1 July 2026:** EU Customs Reform (De Minimis Removal) takes effect; PID submission becomes available and recommended in DPD systems.
- 1 November 2026:** PID values become strictly mandatory for all low-value B2C shipments into the EU.
- Impact of Non-Compliance:** Shipments without valid PIDs after 1 November 2026 will experience customs delays or return to origin (RTC).

2. Product Identifier Types

The EU framework recognizes three distinct Product Identifier types:

Identifier Type	Prefix Code	Definition and Specification
Merchant SKU	MMI	The unique reference code allocated by the online retailer, platform, or marketplace.
Non-Standardised Manufacturer ID	IMI	A proprietary production code assigned by the manufacturer (e.g., a specific model number).
Standardised Manufacturer ID	SMI	An internationally recognised industry standard code, such as a GTIN or EAN (must be supplied where it exists).

3. Data Formatting

PIDs must be passed in DPD's **Product Code field (Field 11)** using the standard formatted string shown below:

MMI#:[AN]|IMI#:[AN]|SMI#:[AN]

- **MMI / IMI / SMI:** Identifier type indicators (Merchant SKU, Manufacturer ID, Standardised ID).
- **# (Counter):** Integer, expected to be stated as 1
- **:** **(Colon):** Separator between the identifier code and the actual value.
- **[AN] (Alphanumeric):** The actual PID character string value.
- **| (Pipe):** Delimiter separating individual PID elements.

4. Implementation Examples

Example A: Single Item Line (1 Item)

PIDs: MMI = "Tshirt Blue-001", IMI = "Blue Fashion Shirt-101", SMI = "5012345678900"

MMI1:Tshirt Blue-001|IMI1:Blue Fashion Shirt-101|SMI1:5012345678900

Example C: Missing Standardised ID (GTIN/EAN)

If a Standardised Manufacturer ID does not exist for an item, leave the value empty after the colon:

MMI1:Tshirt Blue-001|IMI1:Blue Fashion Shirt-101|SMI1:

5. Field Capacity Guidelines

The can provide up to 255 characters in the Product Code field (Field 11). This inclusive of delimiters and identifiers.

6. Technical & Operational Notes

- **EDI / API Users:** Contact the IT Automation team prior to making adjustments to your automated data feeds at edisupport@dpgroup.co.uk
- **MyDPD Platform Users:** Update your Product Book with PID values to automate shipment creation.
- **File Import Customers:** If your import file uses pipe (|) or colon (:) delimiters, you MUST use text quantifiers around the Product Code field to avoid parsing errors.
- **Validation & Errors:** DPD systems perform no automated validation or red-chute checks on Product Code field syntax. Customer formatting errors will result in shipments being held and marked Return to Customer (RTC).
- **US MID Compatibility:** This syntax structure can also be used for Manufacturer ID (MID) requirements for exports to the United States, replacing the initial identifier with MID.