



EU Customs Changes

De Minimis Removal 2026: Understanding Product Identifiers

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In Brief

As part of the EU's removal of the *de minimis* threshold, the European Union will introduce a new customs requirement effective 1 July 2026, related to Product Identifiers (PIDs).

From July 1 onward, all B2C shipments imported into the EU with a value of €150 or less must include **three Product Identifiers for each individual product** contained in the shipment.

This represents a major shift from parcel-level to product-level compliance. For the first time, EU customs authorities will be able to **identify every individual product** within a shipment, rather than only the shipment or HS code line.

Shipments that do not meet these new requirements may be delayed or held by EU customs authorities.

Merchant Product ID

MANDATORY

The seller/platform's own product identifier assigned to the listing.

Manufacturer Product ID

MANDATORY

The producer/brand's own internal model, part or SKU number. Must be from the manufacturer — not a copy of the Merchant PID.

Standardised Product ID

MANDATORY IF IT EXISTS

Internationally recognised standard identifier. Required if it exists. If absent, an exemption code must be filed instead.

Merchant Product ID

MANDATORY

A Merchant Product ID is the **seller's own code used to identify a product** in their catalogue.

It is not a global identifier — it only has meaning within *the merchant's system*.

It can be a:

- SKU (stock keeping unit)
- Internal product code
- Listing ID (on a marketplace)
- Variant ID (size/colour-specific code)

ID examples

- "TSHIRT-BLK-M-001"
- "SKU_88492"
- "ZAL123456789 variant 2"

Where to find it

- In the merchant's ERP / inventory system
- E-commerce back office (Shopify, Magento, WooCommerce, etc.)
- On marketplace seller dashboards (Amazon Seller Central, AliExpress Seller Center, etc.)
- In product feed files (CSV/XML/JSON catalogues)

Good to know

- This is always assigned by the seller, not standardised externally.

Manufacturer Product ID

MANDATORY

This is the identifier **assigned by the product's manufacturer or brand owner**.

It identifies the product at the production-level and stays the same across all sellers.

It can be a:

- Model number
- MPN (manufacturer part number)
- Style code
- Factory SKU

ID examples

- "Nike: DD1391-100"
- "Samsung: SM-S918B"
- "HP: 15-EF2013DX"

Where to find it

- On the product packaging or label
- On the manufacturer's official website
- In supplier catalogues or wholesale sheets
- In brand product databases
- From distributors or wholesalers (B2B product feeds)

Good to know

- This ID is assigned by the brand/supplier/manufacturer, not the retailer.

Standardised Product ID

MANDATORY IF IT EXISTS

This is a **globally recognised identifier used across systems, markets, and databases** to uniquely identify a product.

It ensures products can be universally matched across systems.

Most common types:

- GTIN (global trade item number) – umbrella term
- EAN-13 (Europe retail barcode)
- UPC (US retail barcode)
- ISBN (books)

Other types:

- Other GS1 identifiers
- ISIN (for some regulated goods categories, rarely in B2C goods context)

ID examples

- “GTIN: 08412345678903”
- “EAN: 5901234123457”
- “UPC: 012345678905”

Where to find it

- On the barcode on product packaging
- Under the barcode label (numeric string)
- In a GS1 registry / barcode databases
- In supplier product feeds
- In retailer listing data (Amazon, Zalando, etc.)

Good to know

- It is the most globally interoperable identifier, but not all products have one (e.g. custom-made goods, very small manufacturers, unbranded items)
- That’s why it is “mandatory if it exists”.

How to Find a Product Identifier

1 Merchant PID

www.abc.be/connected-devices/mobeni/smart-watch-183-x4/
ed-devices/mobeni/smart-watch-183-x4/836456

The specific item number assigned by the merchant, often in the details and the URL

2 Manufacturer PID

Smart Watch 183-x4
MOBeNi
★★★★★ 179 reviews

Celebrate every moment of your day with a smart watch that keeps up with your lifestyle: a sleek and versatile companion designed to help you stay connected, active, and organized. Discover its modern display and intuitive features. inspire

Official product model or set number, often on the title

3 Standardised PID

Item weight	80 g
Package weight	110 g
EAN/UPC/GTIN	4836024578348
Assembly required	No
Number of items	1

The unique global standard barcode, or GTIN, often in the details



Example

Homepage > Connected devices > MoBENi > Smart Watch 123-x4

Smart Watch 183-x4

MoBENi

★★★★★ 179 reviews

Celebrate every moment of your day with a smart watch that keeps up with your lifestyle: a sleek and versatile companion designed to help you stay connected, active, and organized. Discover its modern display and intuitive features, inspired by cutting-edge technology. Track your activities, monitor your health, and receive notifications right on your wrist, wherever you go. With its comfortable

Details	
Producer	MoBENi
Product number	836456
Model	183-x4
EAN	4836024578348
Website of the product	www.mobeni.com/be-eng/sma...
Producer contact	www.mobeni.com/be-eng/con...
Product type	Connected watch
Colour(s)	Black, white, pink

Item weight	80 g
Package weight	110 g
EAN/UPC/GTIN	4836024578348
Assembly required	No
Number of items	1

1 Merchant PID
(PID-M)

2 Manufacturer PID
(PID-NS)

3 Standardised PID
(PID-S)



THANK YOU