

UPS Ship API Developer Guidance

EU Product Identifier (PID) Requirements

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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. UPS Ship API integrations will need to support Product Identifier (PID) data elements for qualifying shipments.

Product Identifier requirements are scheduled to become effective for qualifying UPS Ship API transactions beginning October 25, 2026, supporting EU regulatory requirements effective November 1, 2026.

Important Notice

The Product Identifier fields described in this document are not yet available in the UPS Ship API production environment. This guidance is being provided to support partner planning and development efforts. Additional information, including final production timing, will be communicated through the UPS Developer Portal and future UPS communications.

Shipments Impacted

The PID requirements are expected to 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 Business-to-Consumer (B2C)
- Shipment is designated as a sale transaction ("For Sale")

Existing Data Elements Used

The following existing UPS Ship API elements will continue to be used to determine whether PID requirements apply.

Field	Description
ReasonForExport	Indicates shipment export reason
ShipperType	Identifies shipper as Business or Consumer
ConsigneeType	Identifies receiver as Business or Consumer

Existing Field Locations

Field	XPath
ReasonForExport	/ShipmentRequest/Shipment/ShipmentServiceOptions/InternationalForms/ReasonForExport
ShipperType	/ShipmentRequest/Shipment/ShipperType
ConsigneeType	/ShipmentRequest/Shipment/ConsigneeType

New Product Identifier Data Elements

The following new fields will be introduced to support EU Product Identifier requirements.

Field	Description
ProductIdentifierExemptIndicator	Indicates whether the product qualifies for a regulatory exemption
ProductIdentifier	Container for Product ID information
ProductID	Product identifier value
ProductIDTypeCode	Indicates Product ID type

ProductIdentifierExemptIndicator

For qualifying EU inbound B2C sale transactions, the ProductIdentifierExemptIndicator will default to false. This field is used to identify products that qualify for regulatory exemptions.

New Field Specifications

Field	XPath	Length	Allowed Values
ProductIdentifierExemptIndicator	/ShipmentRequest/Shipment/ShipmentServiceOptions/InternationalForms/Product/productIdentifierExemptIndicator	1	True / False
ProductIdentifier	/ShipmentRequest/Shipment/ShipmentServiceOptions/InternationalForms/Product/ProductIdentifier	Container	N/A
ProductID	/ShipmentConfirmRequest/Shipment/ShipmentServiceOptions/InternationalForms/Product/ProductIdentifier/ProductID	100	Text
ProductIDTypeCode	/ShipmentConfirmRequest/Shipment/ShipmentServiceOptions/InternationalForms/Product/ProductIdentifier/ProductIDTypeCode	4	See values below

Product ID Type Codes

ProductIDTypeCode	Description	Requirement
0100	Merchant Product Identifier	Required when ProductIdentifierExemptIndicator = False
0200	Manufacturer Product Identifier	Required when ProductIdentifierExemptIndicator = False
0300	Standardized Product Identifier	Optional

Sample Request Structure

XML

1

<v13:Product>

2

<v13:productIdentifierExemptIndicator>false</v13:productIdentifierExemptIndicator>

3

4

<v13:ProductIdentifier>

5

<v13:ProductID>SKU-12345</v13:ProductID>

6

<v13:ProductIDTypeCode>0100</v13:ProductIDTypeCode>

7

</v13:ProductIdentifier>

8

9

<v13:ProductIdentifier>

10

<v13:ProductID>MFG-67890</v13:ProductID>

11

<v13:ProductIDTypeCode>0200</v13:ProductIDTypeCode>

12

</v13:ProductIdentifier>

13

14

<v13:ProductIdentifier>

15

<v13:ProductID>HS-1234567890</v13:ProductID>

16

<v13:ProductIDTypeCode>0300</v13:ProductIDTypeCode>

17

</v13:ProductIdentifier>

18

</v13:Product>

19

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UPS Ship API Developer Action Required

UPS Ship API Developers should:

1. Review the new Product Identifier requirements.
2. Assess the impact on current UPS Ship API integrations.
3. Begin development and testing planning activities.
4. Finalize integration updates prior to October 25, 2026