



Europe · Medicines, tobacco, alcohol

European Union

Today the EU serializes medicines (since 2019) and tobacco (cigarettes since 2019, all tobacco since 2024). The next rules concern product data: the battery passport and battery QR codes from February 2027, Digital Product Passports for textiles, steel, tyres and furniture from 2027–2029, and harmonised packaging labels under PPWR from August 2028. Italy replaces its bollino with the EU unique identifier in February 2027.

THE REGIME

SYSTEM	FMD (medicines) + TPD (tobacco), with DPP, batteries and packaging next
CODE ON THE PRODUCT	GS1 DataMatrix on medicines; unique identifiers from national ID issuers on tobacco; QR or other data carrier for DPP
AGGREGATION	Tobacco: yes, aggregated up to the pallet. Medicines: not required by EU law.

STEPS FOR A SUPPLIER

- ☐ Register your products and GTINs in the national system: FMD.
- ☐ Print a unique serialised code on every saleable pack.
- ☐ Verify every code on the line; aggregate into cases and pallets where required.
- ☐ Report production and shipments to the national system.

ON THE LINE, BEFORE THE FIRST SHIPMENT

- ☐ The data in the code is agreed: GTIN, serial number, batch, expiry date or crypto tail, as the rules for your product group require.
- ☐ A verifier has graded printed samples (ISO/IEC 15415 for 2D codes) before the first shipment.
- ☐ A camera after the printer reads every code at line speed, and packs with an unreadable code are rejected.
- ☐ Records show which code went on which pack, case and pallet, ready for the report to the system.

DATES AHEAD

30 Dec 2026	EUDR applies to large and medium operators (no on-pack code)
9 Feb 2027	Italy: bollino replaced by the EU unique identifier
18 Feb 2027	Batteries: QR code on all batteries, battery passport for EV, LMT and industrial > 2 kWh
30 Jun 2027	EUDR applies to micro and small operators
2027	DPP delegated acts expected: textiles and apparel, tyres, iron and steel
12 Aug 2028	PPWR harmonised material labels (or 24 months after the implementing act)
2028–2029	DPP delegated acts expected: furniture, aluminium, mattresses
Feb 2029	PPWR: QR code or other data carrier on reusable packaging (depends on implementing act)

SOURCES

1. EUR-Lex: Delegated Regulation 2016/161: https://eur-lex.europa.eu/eli/reg_del/2016/161/oj
2. EUR-Lex: Tobacco Products Directive 2014/40/EU: <https://eur-lex.europa.eu/eli/dir/2014/40/oj>
3. EUR-Lex: ESPR 2024/1781: <https://eur-lex.europa.eu/eli/reg/2024/1781/oj>
4. EUR-Lex: Batteries 2023/1542: <https://eur-lex.europa.eu/eli/reg/2023/1542/oj>
5. EUR-Lex: PPWR 2025/40: <https://eur-lex.europa.eu/eli/reg/2025/40/oj>
6. Linklaters: EUDR amendment 2025/2650: <https://sustainablefutures.linklaters.com/post/102ly55/eu-changes-to-deforestation-regulation-reach-the-finish-line>
7. ICON: Italy serialisation 2027: <https://www.iconplc.com/insights/blog/2026/07/14/italys-new-serialisation-framework-navigating-transition-hybrid-model>