

PRO FORMA INVOICE FOR FREE SAMPLES

A free sample is still a customs shipment. Outside the European Union the goods cross a border, so they must be described, valued and declared even when they are given away.

HEADER

Shipper / exporter	Company name, full address, VAT number, EORI number, phone and email.
Consignee	Company name and full address of the foreign consignee. If the buyer and the party physically receiving the goods differ, state both.
Pro forma number	Your own numbering, separate from your sales invoices.
Date	
Country of destination	
Carrier and tracking number	Fill in if there is one: it helps you find the paperwork six months later.
Incoterm and named place	The three letters alone are never enough: always add the place.

GOODS

Description of goods	HS code	Origin	Qty	Net weight	Gross weight	Unit value	Total value

The description of the goods must match the one on the transport document, and on every other shipping document, word for word. Descriptions that don't match are the first reason for a check.

THE TWO STATEMENTS, WRITTEN OUT IN FULL

Free samples of no commercial value.

Value declared for customs purposes only.

Base the declared value on the market value of the goods. An unrealistic token value, such as one euro for a case of preserves, doesn't speed anything up: it makes an inspection more likely, and the inspection is what causes the delay.

TOTALS

Total number of packages	
Total net weight	
Total gross weight	
Total value for customs purposes only	State the currency.

TO KEEP AFTER SHIPPING

Proof of exit from the European Union	The exporting company must keep it, just as it would for a sale. A sample that leaves without a paper trail is a shipment you can't prove anything about six months later.
Copy of this pro forma and of the transport document	

SIGNATURE

Place and date	
Signature	

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