



Your StartFill Accounts, Explained

JTL Fulfillment Network vs. FFN Connect — what each account is for, how to create them, and which ones you actually need.

Two similar names, two different things

When you start with StartFill you will meet two platforms with confusingly similar names: the **JTL Fulfillment Network** (usually just called **FFN**) and **FFN Connect**. They are related, but they are not the same — and depending on how you sell, you may need one or both. This short guide explains what each account is, how to create it, and which combination is right for you.

In one sentence: the FFN is the *network* where your products, stock and orders live and where StartFill is linked as your fulfiller — everyone needs it, and it is free. FFN Connect is an *optional add-on tool* that feeds that network with orders from marketplaces and shops.

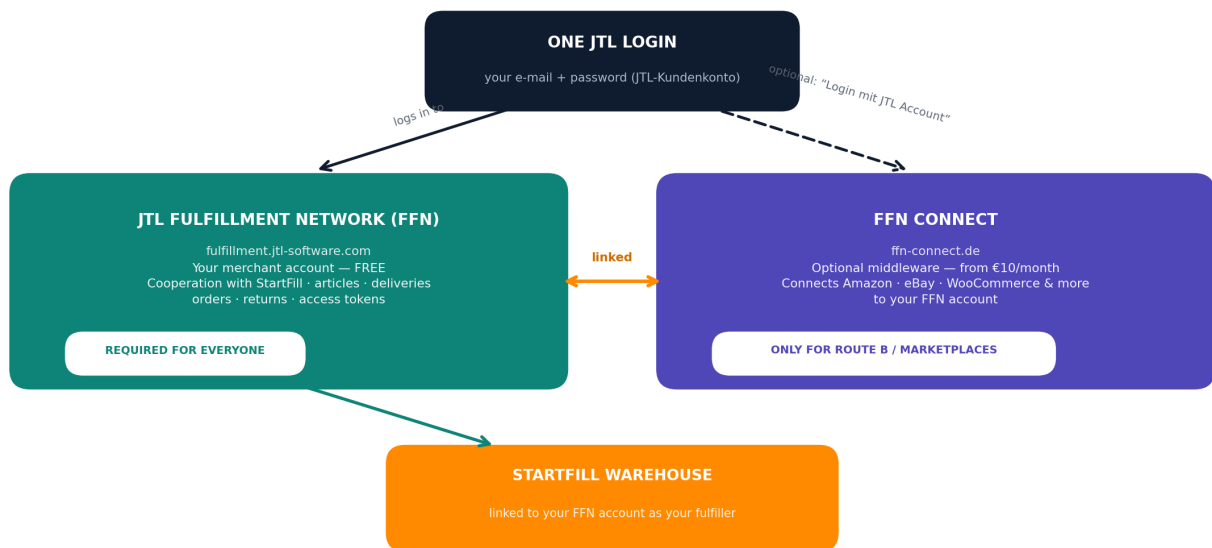


Figure 1 — How the accounts relate: one JTL login, the (required) FFN merchant account, and the optional FFN Connect account.

The differences at a glance

	JTL Fulfillment Network (FFN)	FFN Connect
What it is	The fulfillment network itself — the platform StartFill operates on	A middleware tool that connects shops & marketplaces to the FFN
Website	fulfillment.jtl-software.com	ffn-connect.de
Who needs it	Every StartFill customer — it holds your cooperation with us	Only merchants on Route B or with marketplaces (Amazon, eBay, OTTO ...)
Cost	Free	14-day free trial, then from €10/month incl. 50 orders
Login	Your JTL-Kundenkonto (one login for all JTL portals)	Own account — or simply “Login mit JTL Account”
What lives there	Cooperation with StartFill, articles (JFSKU), deliveries to the warehouse, orders, returns, access tokens	Your sales channels (Amazon, WooCommerce ...), product links, order import rules, sync settings
Run by	JTL Software GmbH	JTL Group

Which accounts do you need?

Your setup	FFN account	FFN Connect account
WooCommerce via the StartFill Connector plugin (Route A)	Yes	No
WooCommerce self-service (Route B)	Yes	Yes
Amazon, eBay, OTTO, Kaufland or TikTok Shop	Yes	Yes (required)
No shop connection — orders entered manually / CSV	Yes	No

Creating your FFN merchant account

The FFN merchant account is your home in the JTL Fulfillment Network: it holds the cooperation with StartFill, your articles, your deliveries to our warehouse, and every order we fulfill for you. It is free and takes about five minutes to create.

The easy way: your StartFill invitation link

Ask your StartFill contact for a personal **invitation link**. It walks you through the registration and — importantly — **starts the cooperation with StartFill automatically**, so you do not have to search for us in the network afterwards. Simply open the link, follow the steps below, and the connection request to StartFill is created for you.

Registration step by step

1. Open your invitation link (or go directly to fulfillment.jtl-software.com and click **Registrieren**):

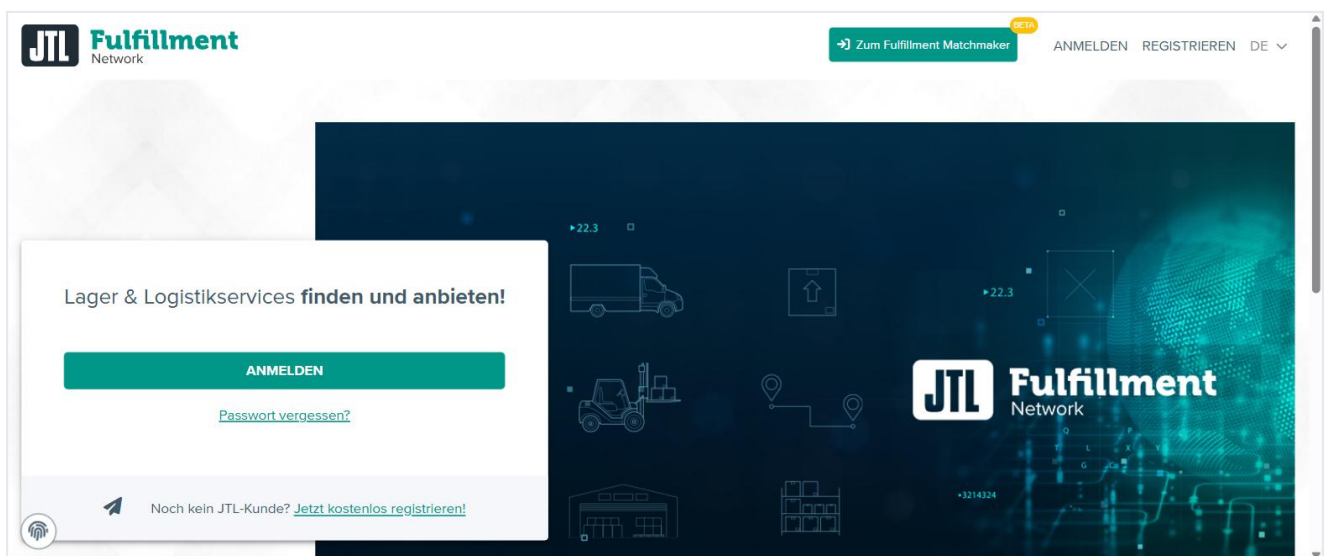


Figure 2 — The JTL Fulfillment Network portal: Anmelden (log in) / Registrieren (register).

2. The registration creates a **JTL-Kundenkonto** (JTL customer account) — fill in your company details, e-mail address and password. Note the form is for business customers (gewerblich):

The screenshot shows the 'JTL-Kundenkonto registrieren' form. At the top is the 'JTL Kundencenter' header with the subtitle 'Kontoverwaltung & Serviceportal'. Below this is a navigation bar with 'Anmelden' and 'Registrieren' buttons. The main content area has a light blue background. The title 'JTL-Kundenkonto registrieren' is in blue. Below it is a paragraph explaining the purpose of the account. A note states: 'Bitte beachten Sie, dass unsere Angebote ausschließlich für den gewerblichen Bedarf von Handel, Handwerk, Industrie, Behörden, Gewerbe und Selbständigen gelten.' Below this is a section 'Woher haben Sie von uns erfahren? (optional)' with a dropdown menu for 'Herkunft' (set to 'Bitte auswählen') and a text input field for 'Zusätzliche Angaben' (with the placeholder 'bspw. Name oder URL'). At the bottom, there's a link 'Firmeninhaber/in'.

Figure 3 — The JTL-Kundenkonto registration. This one login later works for all JTL portals.

3. Confirm the e-mail JTL sends you, log in at fulfillment.jtl-software.com — and accept/confirm the cooperation with StartFill (if you used the invitation link it is already waiting under *Meine Anfragen*). We then assign our warehouse to your account and you can see your articles, deliveries and orders in the portal.

TIP Already a JTL customer (for example you use JTL-Wawi)? Then you already have a JTL-Kundenkonto — just log in with it, no new registration needed.

Creating your access token (Externe Berechtigungen)

If your WooCommerce shop connects through the free **StartFill Connector plugin**, the plugin needs permission to create orders in your FFN account. That permission is a personal **access token**, and you create it yourself inside the FFN portal — so you always stay in control:

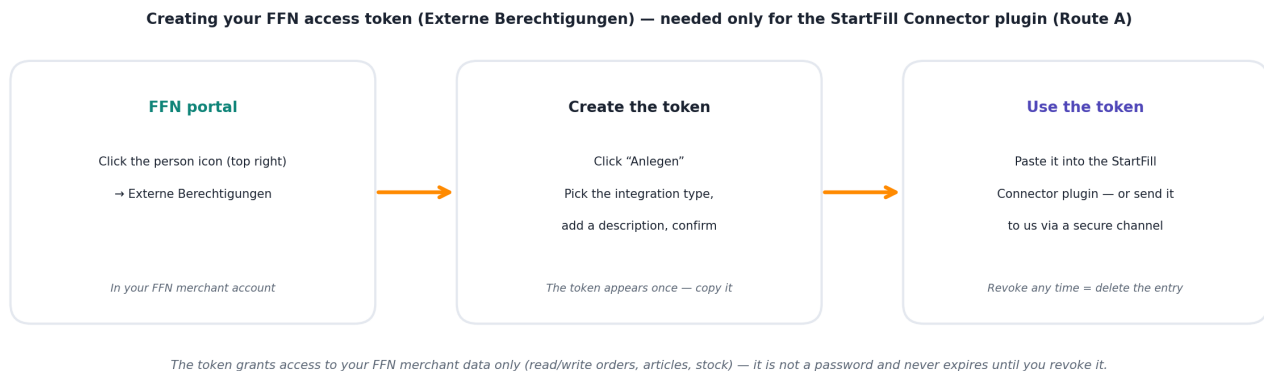


Figure 4 — The three steps of token creation. We do this together with you during onboarding.

Step by step

1. Log in at **fulfillment.jtl-software.com** with your JTL login.
2. Click the **person icon** in the top-right corner and choose “**Externe Berechtigungen**” (external permissions).
3. Click “**Anlegen**” (create). Select the integration type from the dropdown (we tell you which entry to pick — the dropdown must not stay on “Bitte wählen”), enter a description such as “*StartFill Connector*”, and confirm.
4. The portal shows your token — copy it and paste it into the plugin under **WooCommerce** → **FFN Connector**, or hand it to your StartFill contact through a secure channel (not by plain e-mail).

What the token can — and cannot — do

The token authorizes access to your **FFN merchant data only**: reading and writing articles, stock, orders and returns. It is **not** your password, it cannot log in to the portal, and it grants no access to your bank details, your JTL customer account or your WordPress site. It does not expire — it stays valid until you delete it under *Externe Berechtigungen*, which immediately cuts the connection. One token per integration is best practice, so revoking one tool never disturbs another.

IMPORTANT Treat the token like a key to your order data: share it only with StartFill, and if you are ever unsure it leaked — delete it in the portal and create a new one. The plugin keeps working after you paste in the replacement.

Creating your FFN Connect account

FFN Connect is the middleware that pulls orders from marketplaces and shop systems into the FFN. You need it if you sell on **Amazon, eBay, OTTO, Kaufland or TikTok Shop**, or if you prefer the self-service route for your webshop. If your only channel is WooCommerce via the StartFill Connector plugin, you can skip this part entirely.

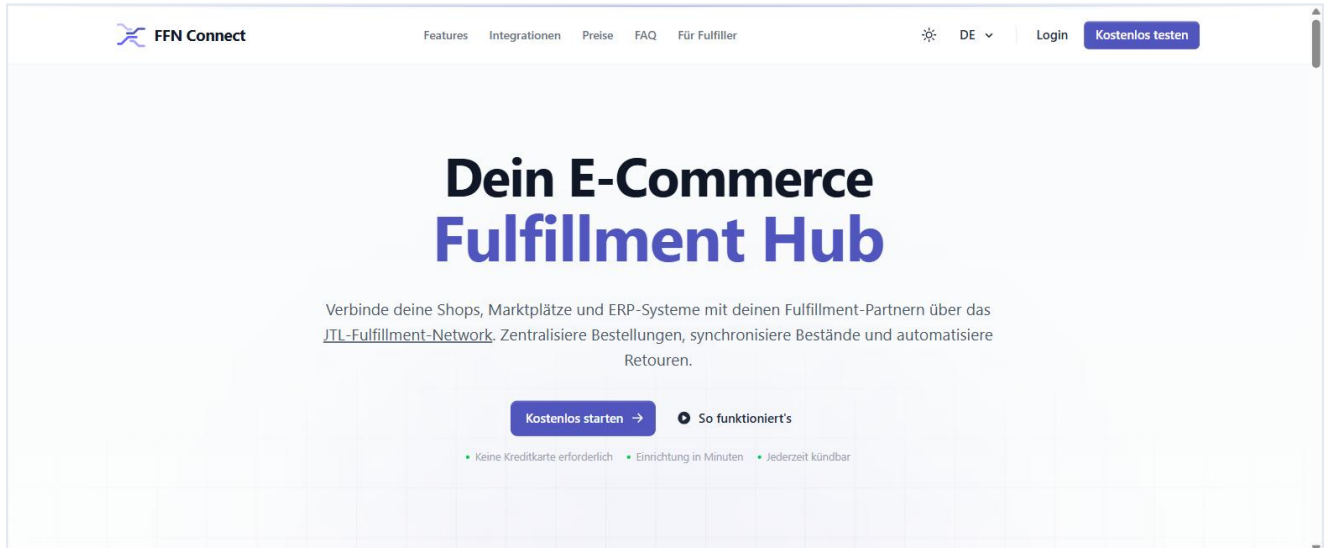


Figure 5 — ffn-connect.de: “Kostenlos testen” starts the free registration.

Step by step

1. Go to **ffn-connect.de** and click “**Kostenlos testen**” (or open ffn-connect.de/register directly). Register with e-mail + password — or, more convenient, use “**Login mit JTL Account**” with the JTL login you created in Part 1.
2. Confirm your e-mail address and log in — you land on your FFN Connect dashboard.
3. Activate the free 14-day trial under **Einstellungen** → **Abo & Rechnungen** → “**Testzeitraum starten**” (no payment details needed).
4. Link your FFN account: under **Einstellungen** → **Firma & Benutzer**, connect the **JTL Fulfillment Network Account** — this is the bridge that lets your sales channels reach StartFill:

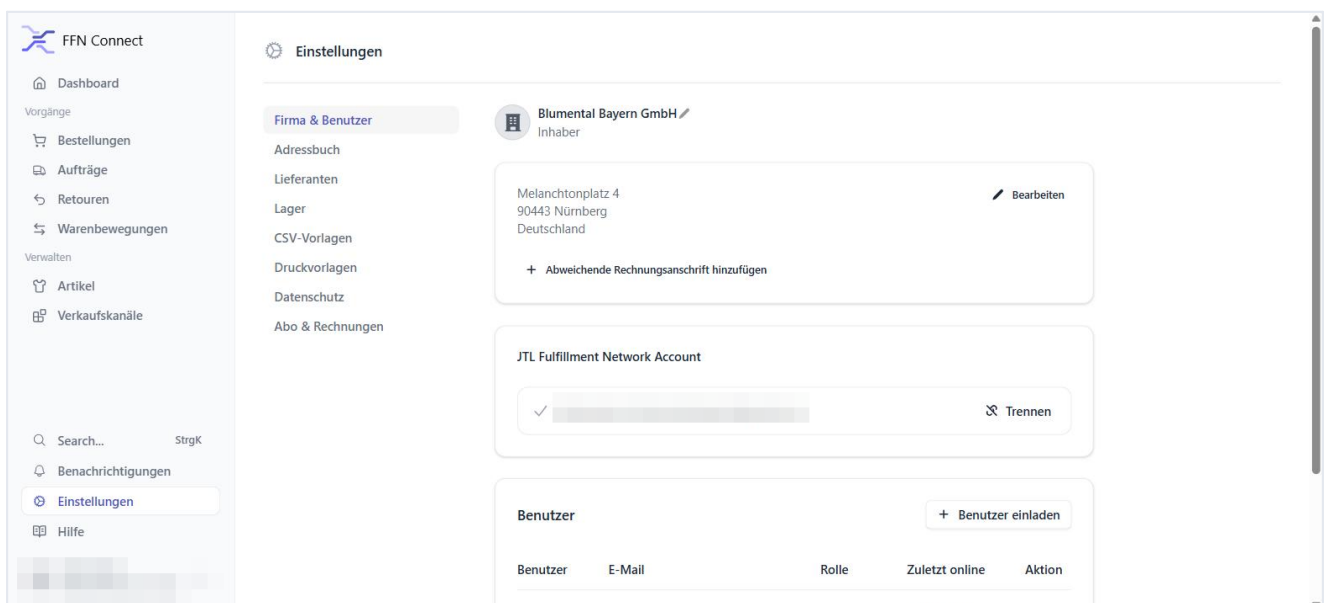


Figure 6 — Einstellungen → Firma & Benutzer: the FFN account linked to FFN Connect (e-mail blurred).

5. Now add your sales channels — our separate guides walk you through each one:

startfill.com/connect-amazon for Amazon and **startfill.com/connect-woocommerce** for WooCommerce.

NOTE One FFN Connect account can hold ALL your channels — Amazon, eBay, OTTO, WooCommerce and more feed into the same FFN account and the same StartFill warehouse.

Frequently asked questions

Q. Is FFN Connect the same as the FFN?

A. No. The FFN (JTL Fulfillment Network) is the network where your products, orders and the StartFill cooperation live — everyone needs it, free. FFN Connect is an optional tool that feeds that network with orders from marketplaces and shops.

Q. Do I pay anything for the FFN account?

A. No — the merchant account in the JTL Fulfillment Network is free. Costs only arise from StartFill's fulfillment services (from €0.99/order) and, if you use it, FFN Connect (from €10/month after the trial).

Q. Can I use one login for both platforms?

A. Yes. Your JTL-Kundenkonto logs you in to the FFN portal, and FFN Connect offers "Login mit JTL Account" so you do not need a second password.

Q. I already use JTL-Wawi — do I need any of this?

A. You already have a JTL-Kundenkonto, so no new registration is needed: log in to the FFN portal with it. And instead of FFN Connect you can connect natively through JTL-Wawi — talk to us for the Wawi-native setup.

Q. Which account does the StartFill Connector plugin use?

A. Only your FFN merchant account, via the access token from Part 2. No FFN Connect account is needed for the plugin route.

Q. Who can see my data?

A. Your FFN account belongs to you. StartFill sees the data needed to fulfill your orders (articles, stock, orders, returns) through the cooperation you approve. You can end the cooperation or revoke tokens at any time in the portal.

Q. What does StartFill set up for me?

A. Everything on the network side: we send your invitation link, approve the cooperation, assign our warehouse to your account, align SKUs, and receive your first delivery. The accounts in this guide are the only things created in your name — so you stay the owner of your data.

Need help? We set up your accounts with you.

Book a free 15-minute onboarding call and we create both accounts together via screen share — including the invitation link, the cooperation and, if needed, your first sales channel.

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