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Connecting Your Amazon Store to StartFill

A step-by-step guide to linking Amazon with StartFill fulfillment
via FFN Connect — no software installation, ready in about 15 minutes.

Customer manual · English edition · July 2026

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WELCOME

What this guide is about

StartFill picks, packs and ships your Amazon orders from our warehouse in Nuremberg. The connection between your Amazon store and our warehouse is made with **FFN Connect** — the official middleware of the JTL Fulfillment Network (FFN). You do not need to install any software, you do not need your own merchandise management system, and you never hand over your Amazon password. The whole setup is done in your browser and typically takes about 15 minutes.

What you need before you start

- ✓ **An Amazon Seller Central account**
Your normal Amazon seller login (with 2-step verification device at hand).
- ✓ **Administrator rights on that account**
Only the primary user or an admin can authorize third-party apps.
- ✓ **An e-mail address for FFN Connect**
Used to create your FFN Connect account.
- ✓ **Your StartFill contact**
We link your account to our warehouse once your channel is connected.

NOTE The FFN Connect trial is free for 14 days and needs no credit card. After the trial, the plan starts at €10 per month including 50 orders. Ask your StartFill contact about current conditions — in many setups StartFill covers this for you.

How it works

FFN Connect sits between your Amazon store and the JTL Fulfillment Network, the platform StartFill operates on. Orders travel one way; tracking numbers and stock levels travel back:

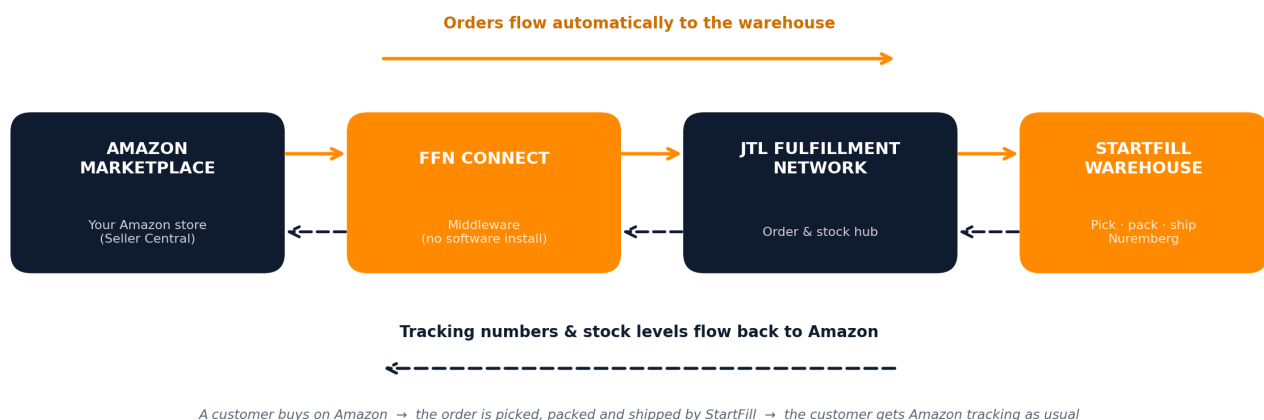


Figure 1 — The data flow between your Amazon store and the StartFill warehouse.

The five steps at a glance

Connecting your Amazon store: five steps, no software installation

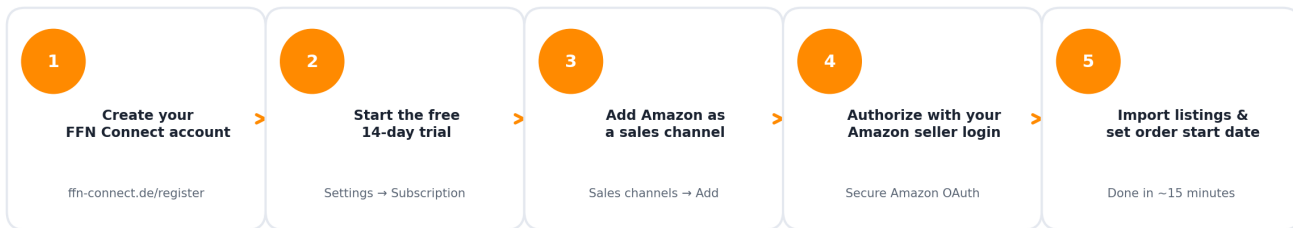


Figure 2 — The complete setup path. Each step is explained on the following pages.

All names and account details in the screenshots are examples.

1 Create your FFN Connect account

Open ffn-connect.de/register in your browser and create an account with your e-mail address and a password (or use the *Login with JTL Account* option if you already have a JTL account). After confirming your e-mail address you land on your personal dashboard:

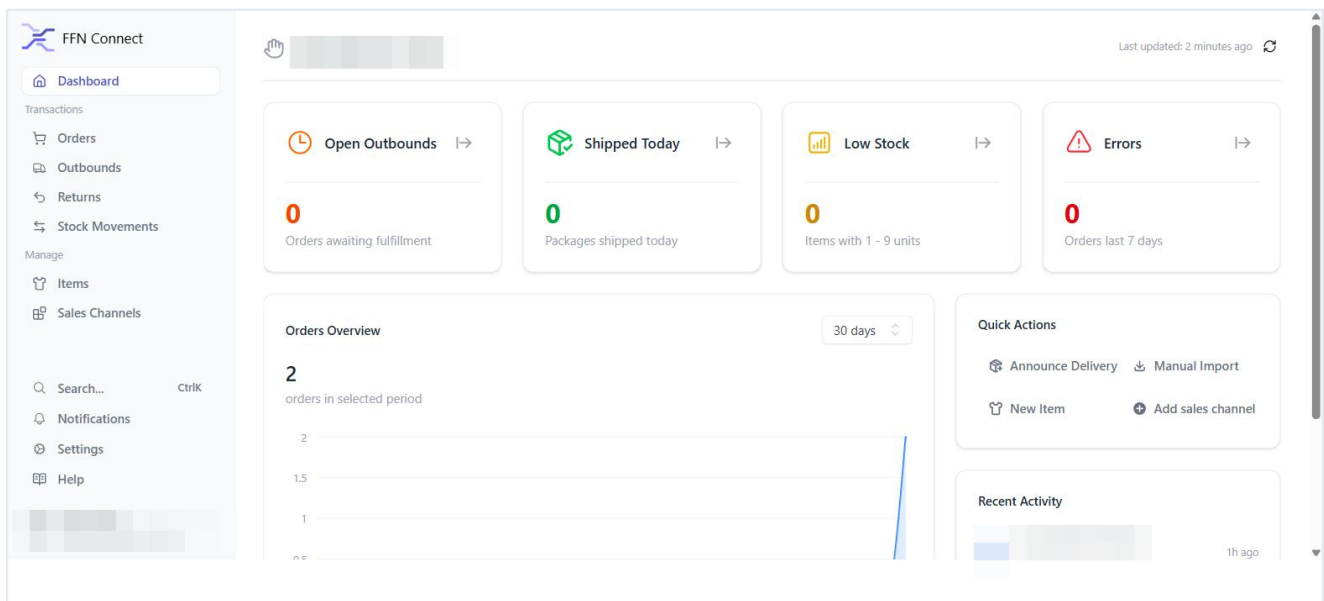


Figure 3 — Your FFN Connect dashboard after logging in. Orders, shipments and stock will appear here later.

2 Start the free 14-day trial

Before you can add a sales channel, activate the free trial: go to **Settings** → **Plan & Invoices** and click **“Start trial period”**. No payment details are required.

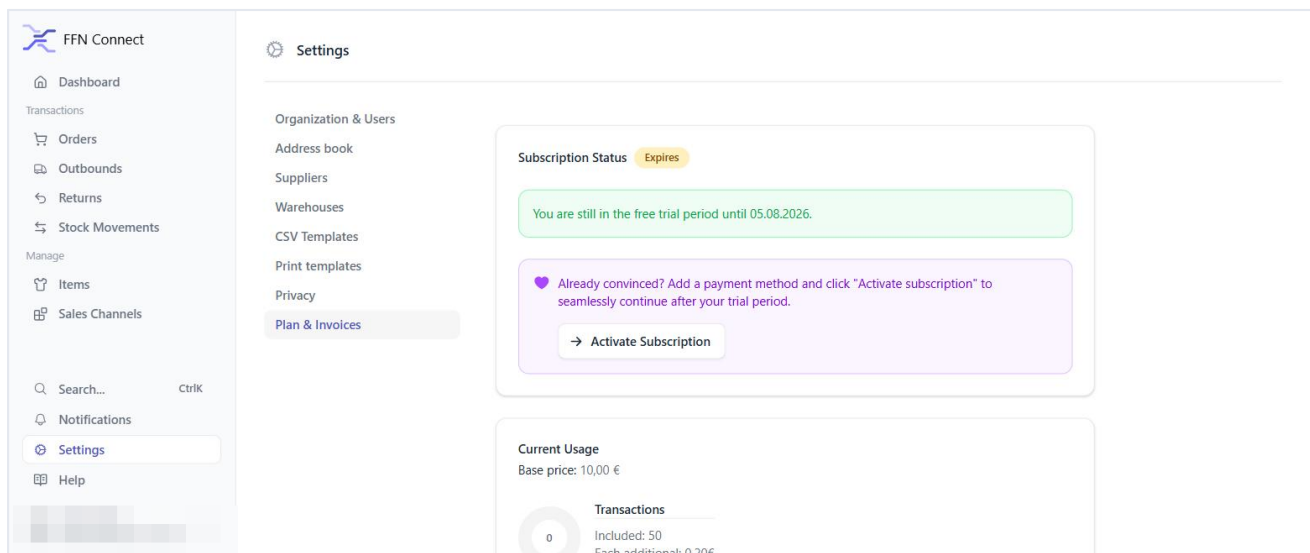


Figure 4 — The subscription page. The green banner confirms your active trial period and its end date.

IMPORTANT If the “Add sales channel” button does not react, the trial has not been started yet — this is the most common stumbling block in the whole setup.

3 Add Amazon as a sales channel

Open **Sales Channels** in the left menu and click “+ Add sales channel”:

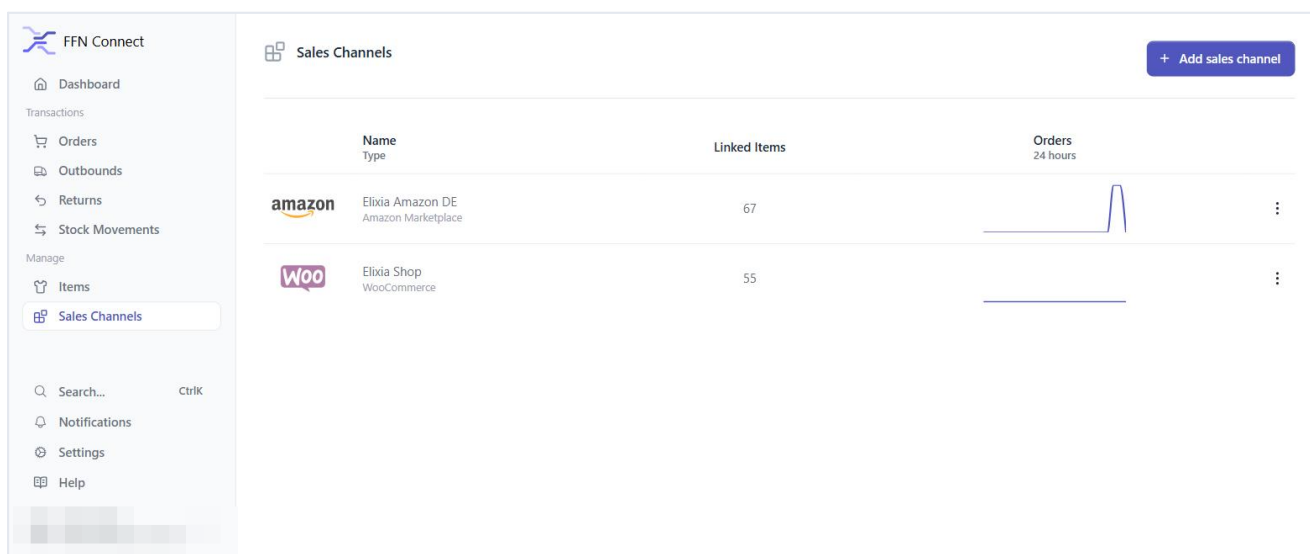


Figure 5 — The sales-channel list. Here shown with one Amazon channel already connected.

A catalog of all available integrations opens. In the **Marktplätze** (Marketplaces) column, choose **Amazon Marketplace**:

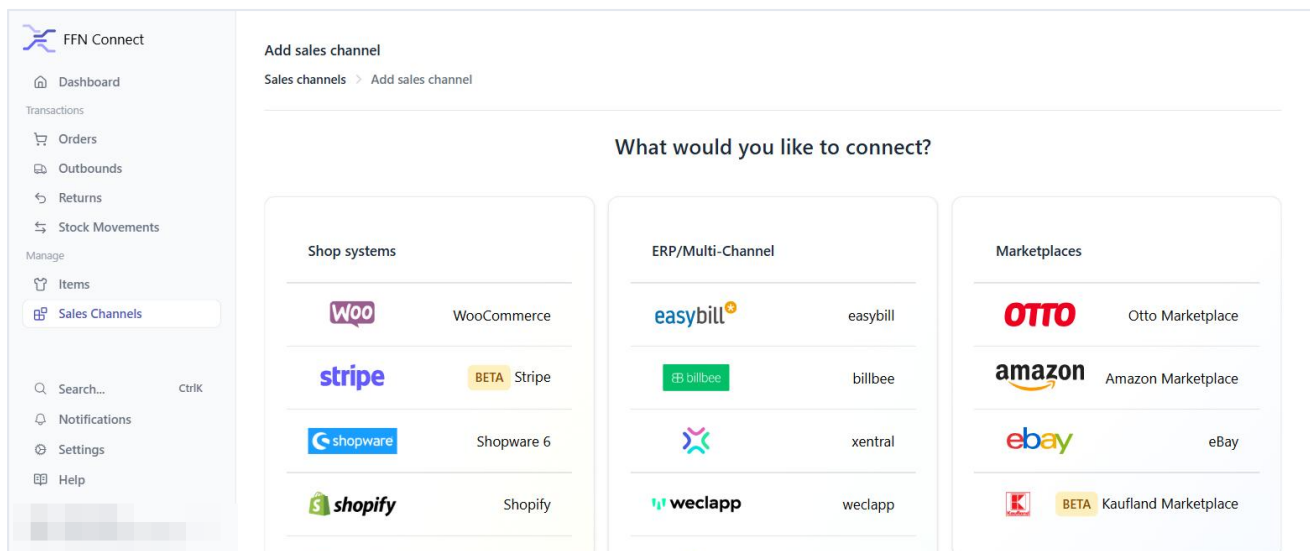


Figure 6 — The integration catalog. FFN Connect also supports eBay, OTTO, Kaufland, Shopify, WooCommerce and more.

Give the channel a name of your choice (for example “My Amazon DE”) and select the marketplace country — for Amazon.de choose **Deutschland**. Then click “**Continue to Amazon**”:

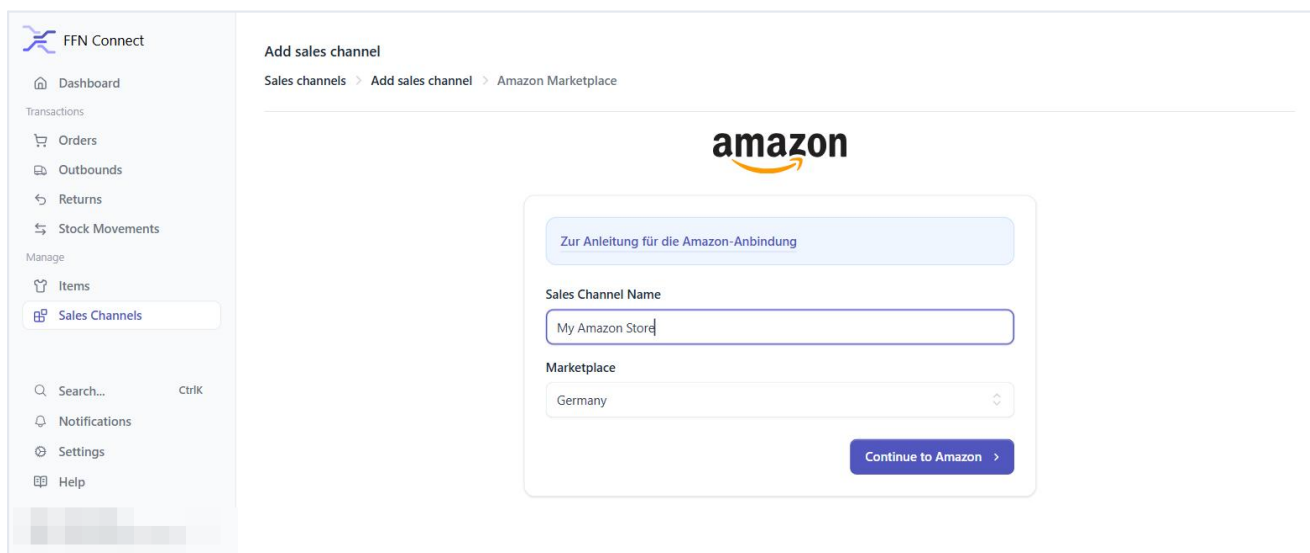


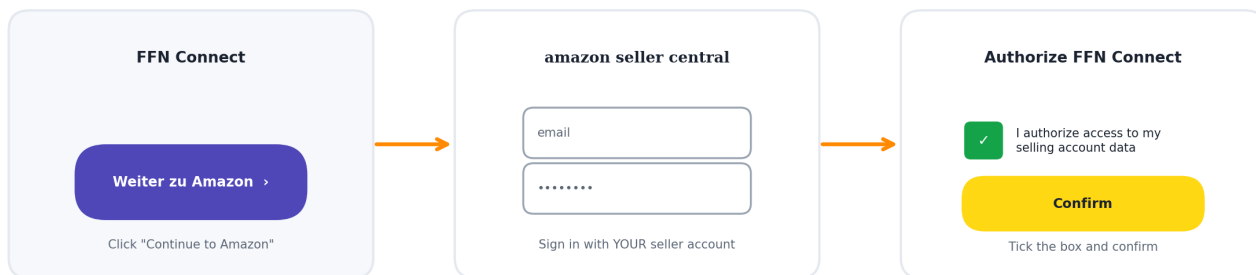
Figure 7 — Naming the channel and selecting the marketplace. One channel per marketplace country.

4

Authorize with your Amazon seller login

You are now forwarded to **Amazon Seller Central**. This is Amazon’s official, secure authorization process (SP-API OAuth). You sign in with your normal Amazon seller credentials **directly on Amazon’s website** — FFN Connect never sees your password. After signing in, Amazon shows a consent page: tick the authorization checkbox and click **Confirm**.

Step 4 — the secure Amazon authorization (OAuth): your password is entered on amazon.com only, never in FFN Connect



FFN Connect never sees your Amazon password — Amazon only issues it a limited access permission that you can revoke any time in Seller Central.

Figure 8 — The three authorization screens. After confirming, Amazon returns you to FFN Connect automatically.

TIP You can withdraw this permission at any time in Seller Central under **Settings** → **Account Info** → **Manage your Apps**.

NOTE Have your 2-step verification (SMS/authenticator) ready — Amazon usually asks for it during sign-in.

5 Import your listings and set the order start date

Back in FFN Connect, open your new channel and click **"Import Listings"**. FFN Connect fetches all your active Amazon listings — with name, SKU, ASIN and image — and creates matching articles automatically. The import runs in the background and takes a few minutes:

The screenshot shows the FFN Connect interface for the 'Elixia Amazon DE' channel. The 'Import Listings' button is highlighted. Below it, a table displays the results of the import, showing 79 results in 18.23ms. The table has columns for Name, Item mapping, SKU, ASIN, and On Stock. All items are marked as 'Linked'.

Name	Item mapping	SKU	ASIN	On Stock
Moly Bio Kräutertee Digestion – 10 St. – 29 gr...	Linked	37-T3MI-T2JD	B0DSBPCG4B	0
Moly Bio Kräutertee Silhouette – 10 St. – 23 g...	Linked	30-F6UC-IMFV	B0DS9KX46G	0
Moly Bio Kräutertee Defence – 10 St. – 23 gr...	Linked	53-SXRG-8E0P	B0DRFYSH8F	0
Moly Bio Kräutertee Energy – 10 St. – 23 gr (1...	Linked	6D-3WX8-4L4X	B0DS9MV162	0
Moly Bio Kräutertee Love – 10 St. – 23 gr (10 x...	Linked	7T-VJ2V-20YP	B0DS9JYNNF	0
Moly Bio Kräutertee Night Cup – 10 St. – 20 g...	Linked	8V-GQTT-DYC2	B0DS66YLCW	0

Figure 9 — After the import: every Amazon listing is "Linked" to an article in FFN Connect.

Finally, set the **order start date** (Startdatum) shown in the banner at the top of the channel page. Orders placed before this date are ignored; from this date on, open orders are fetched automatically. We recommend setting it to the day of your go-live with StartFill.

RECOMMENDED CONFIGURATION

Two settings to check before go-live

Your channel works immediately with its default settings — but two of them decide *when* automatic synchronization starts affecting your live Amazon store. Until your products are physically stored at StartFill,

we recommend the following:

a) Stock transfer to Amazon — keep OFF until your goods arrive

Under **Settings** → **Stocks**, the switch “**Enable stock transfer**” controls whether FFN Connect writes warehouse stock levels to your Amazon listings. Leave it **off** until your inventory has been delivered to and booked into the StartFill warehouse — otherwise Amazon would show your products as out of stock.

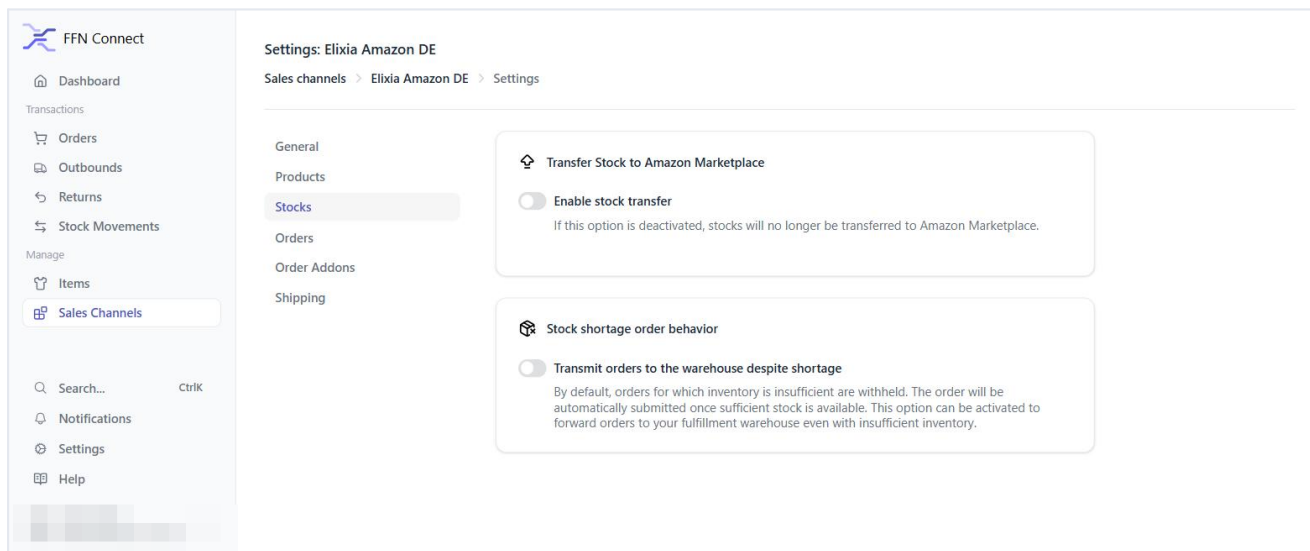


Figure 10 — Stock settings: switch on “Enable stock transfer” only after your goods are in stock at StartFill.

b) Automatic fulfillment — switch ON at go-live

Under **Settings** → **Orders**, the switch “**Always Automatically Request Fulfillment**” decides whether every imported order is forwarded to the warehouse automatically. During onboarding keep it **off** and release orders manually with one click; at go-live switch it **on** for fully automatic fulfillment.

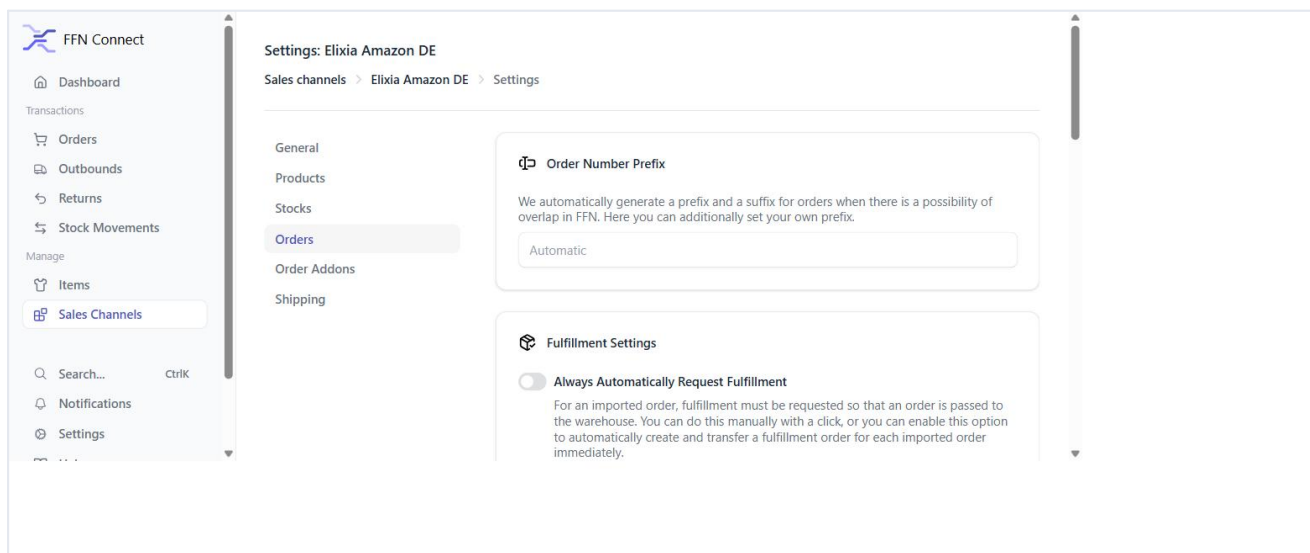


Figure 11 — Order settings: enable automatic fulfillment when you go live with StartFill.

What happens next

Once your channel is connected, tell your StartFill contact. We then link your FFN Connect account with the StartFill warehouse in the JTL Fulfillment Network, agree the delivery of your goods to Nuremberg, and confirm your go-live date. From that moment on: a customer buys on Amazon → the order arrives at StartFill automatically → we pick, pack and ship it → the tracking number is reported back to Amazon → Amazon notifies your customer. You watch everything live on your FFN Connect dashboard.

Frequently asked questions

Q. Does FFN Connect see my Amazon password?

A. No. Authorization uses Amazon's official OAuth process. You sign in on amazon.com; FFN Connect only receives a limited, revocable access permission.

Q. Do I need JTL-Wawi or any other software?

A. No. FFN Connect replaces a merchandise management system for the connection to fulfillment. Everything runs in your browser.

Q. Can I connect more than Amazon?

A. Yes — eBay, OTTO, Kaufland, TikTok Shop, Shopify, WooCommerce, Shopware and more can be added as additional sales channels in the same account.

Q. What does it cost?

A. The first 14 days are free (no credit card). Afterwards from €10/month including 50 orders, plus a small fee per additional order. Speak to StartFill about your individual setup.

Q. What about Prime / Seller-Fulfilled Prime orders?

A. Standard FBM (merchant-fulfilled) orders are supported out of the box. If you use Seller-Fulfilled Prime, talk to us first so carriers and cut-off times are configured correctly.

Q. My “Add sales channel” button does nothing.

A. Start the free trial first (Settings → Plan & Invoices → “Start trial period”). The button is inactive until a trial or subscription is active.

Q. Amazon shows an error during authorization.

A. Make sure you are logged in as the primary user (or an admin) of your Seller Central account and that your marketplace country matches the one selected in FFN Connect. Then try again — the “Continue to Amazon” button can be clicked repeatedly without harm.

Need help? We connect your store with you.

Book a free 15-minute onboarding call and we do the whole setup together via screen share.

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