



MERCHANT MANUAL · JULY 2026

Connecting your Shopify store to StartFill

Three ways to get your Shopify orders into our warehouse, explained for someone who has never opened the JTL Fulfillment Network before. What each one costs, what it needs from you, and what breaks if you skip a step.

StartFill

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Every screenshot in this manual is a live capture of the real systems, taken in English. Nothing is a mock-up.

Start here

What the pieces are called, how they fit together, and which of the three routes suits you. Read this part before you touch any settings.

1 Before you read on

Ten lines that will save you an hour.

You sell on Shopify. We store your stock and ship your parcels. Between those two facts sits a piece of software that moves orders one way and stock levels and tracking numbers the other. This manual is about choosing and setting up that piece.

There are three ways to do it. **Most merchants should take Route 1**, where we provide and run the connection. It costs nothing, has no per-order fee, and works on every Shopify plan including Basic. The other two exist because they suit particular situations, and we describe them honestly rather than steering you.

The one thing that stalls almost everybody

Nothing works until a warehouse is assigned to you inside the JTL Fulfillment Network. That is a business step between you and us, not a setting you can click. If your warehouse list is empty, no amount of software configuration will help — contact us instead.

The one thing never to do

Never let the first synchronisation run *from* the fulfilment system *into* your live shop. On the first pass your shop is the source of truth for products; only afterwards does stock flow back. Reversing this can overwrite or empty live listings.

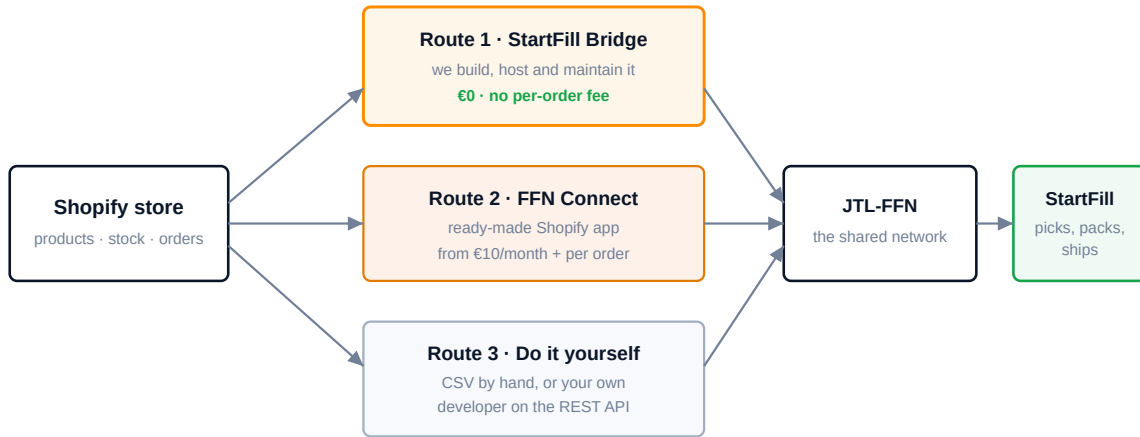
2 The cast, defined once

Several products have confusingly similar names. Here they all are.

JTL Fulfillment Network JTL-FFN	A data hub run by JTL-Software that connects online sellers with warehouses. Free to join. Lives at <code>fulfillment.jtl-software.com</code> . This is the road your orders travel down.
Merchant Händler	You. The person who owns the goods and the shop.
Fulfiller Dienstleister	Us. The company that stores your stock and ships your parcels.
Warehouse Lager	One specific building of ours, assigned to you. Nothing works until you have one.
StartFill Bridge	Our own connector between Shopify and the network. Route 1 in this manual. We build it, run it and maintain it. There is nothing for you to install.
FFN Connect	A separate paid product from a separate company, FFN Connect GmbH, at <code>ffn-connect.de</code> . A ready-made Shopify app that does the same job for a monthly fee plus a fee per order. Route 2.
SKU and JFSKU	SKU is your own article number, from Shopify. JFSKU is the article ID the network assigns. "SKU mapping" means making sure each Shopify product points at the right JFSKU, so the warehouse picks the right box.
EAN	The barcode on the product. We scan it, so treat it as mandatory data.
Location Standort	A Shopify concept: a place where stock sits. Our warehouse must exist as a location in your Shopify, or Shopify cannot allocate orders to it.
JTL-Wawi	JTL's desktop ERP. You do not need it. All three routes here are "without Wawi" paths. We run Wawi and JTL-WMS at our end; that is our problem, not yours.

3 How the pieces fit together

Your shop on the left, our warehouse on the right. All you are really choosing is what sits in the middle.



Orders travel left to right. Stock levels and tracking numbers travel back right to left.

Figure 1 — The three routes differ only in what sits in the middle. Everything either side is identical.

4 Which route do I want?

ROUTE 1 · RECOMMENDED

StartFill Bridge

We provide and operate the connection. You give us access to your shop; we do the rest and keep it running.

€0

No licence fee, no per-order fee.
Included in your fulfilment agreement.

ROUTE 2

FFN Connect

A finished Shopify app from a third party. You install it, click through the sync screens, and you control it yourself.

from €10

per month, base fee including 50 orders; then per order. 14-day trial.

ROUTE 3

Do it yourself

Upload CSV files by hand in the free portal, or have your own developer build against the REST API.

€0

Free in licence cost, not in effort. Needs a developer for anything automatic.

	Route 1 · StartFill Bridge	Route 2 · FFN Connect	Route 3 · Do it yourself
Monthly cost	€0	from €10 + per order	€0
Cost at 500 orders/month	€0	about €90 per month	€0 in licence
Who sets it up	We do	You do	You or your developer
Time to live	1–2 working days after your data is ready	30–60 minutes	Days to weeks
Works on Shopify Basic	Yes	Yes	Only with a Partner app — see 8.2
Orders pushed automatically	Yes	Yes	Only if built
Tracking back to Shopify	Yes	Yes	Only if built
Stock synced back	Yes	Yes	Only if built
Returns handling in the tool	Via us, on request	Yes, in the app	Only if built
Amazon, eBay, Otto too	Ask us	Yes	Only if built
You keep direct control	Shared with us	Yes	Yes
Best for	Almost everyone	Merchants who want their own dashboard, or who sell on several marketplaces	Very low volume, or teams with in-house developers

An honest word about Route 2

FFN Connect is a good product and we will support you on it. It gives you your own dashboard, handles several marketplaces from one place, and does not depend on us for maintenance. If those matter to you, the fee buys something real. We simply do not think most Shopify-only merchants need to pay it.

Setting it up

The groundwork everyone does, then the detail for whichever route you chose. Sections 5 and 6 apply to all three routes.

5 Before you start — all routes

These apply whichever route you pick. Steps 6.1 to 6.3 are shared groundwork; nothing else works until they are done.

What you need

- A **Shopify store** you own, or on which you are staff with app permissions.
- A **free JTL customer account** (JTL-Kundenkonto — the company login). This is not the same as a "JTL ID", which is a personal developer login and will not give you access to the network.
- A signed fulfilment agreement with us, so we can accept you in the network and assign a warehouse.
- Product data in reasonable shape: every product needs a **unique SKU**. We also need an **EAN**, a weight and dimensions for each one.

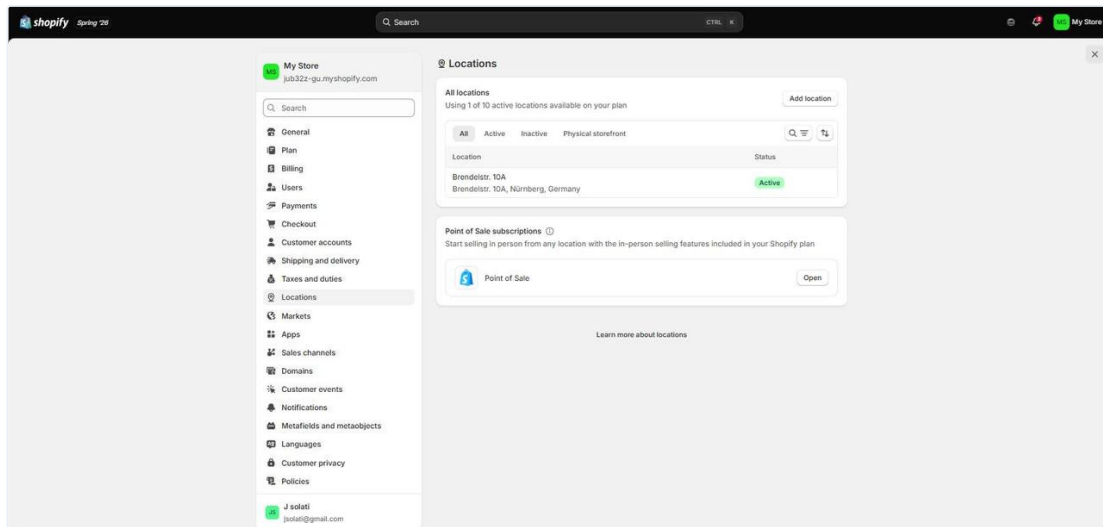
Use a company e-mail address

Register the JTL account with an address the whole team can reach. We look you up by that account, and accounts cannot easily be merged later.

Product data: the part that decides how smooth this goes

Almost every delay we see at onboarding is data, not software. Before you begin:

- **Every variant has its own SKU.** Not just the product — each size, each flavour, each pack.
- **SKUs are unique and stable.** If you renumber articles later, the mapping to our warehouse breaks and stock can be picked incorrectly.
- **EANs are real and match the physical barcode** on the item we will scan.
- **Weights and dimensions are per single sellable unit**, not per carton.
- Food and supplements: tell us which SKUs carry a **best-before date** or a **batch number**, because that changes how we book them in and pick them.



LIVE SCREEN

Shopify Settings → Locations. Our warehouse has to exist here as a location, or Shopify cannot allocate orders to it. On Route 2 the app creates it for you; do not add one by hand.

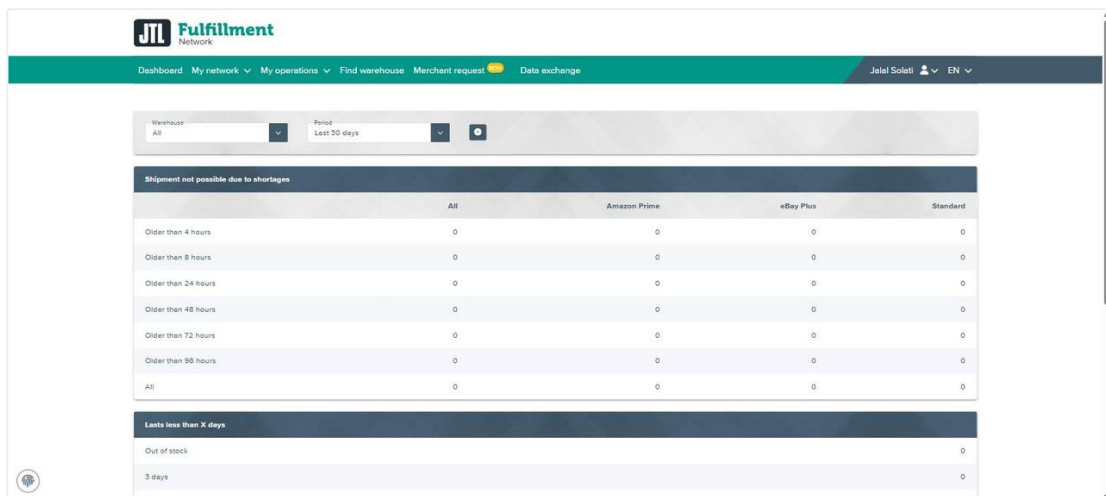
6 Shared groundwork

Three steps everybody does, in this order.

1 Create your free JTL customer account

Go to fulfillment.jtl-software.com and register. It is free and there is no credit-card step. Make sure you are creating a *JTL customer account*, not a JTL ID. After login you land on the merchant dashboard. The numbers there stay at zero until we are actually holding goods for you.

The portal has its own language switch, EN / DE, in the top-right corner. It is a separate setting from the one in FFN Connect, so you may need to set English in both places.

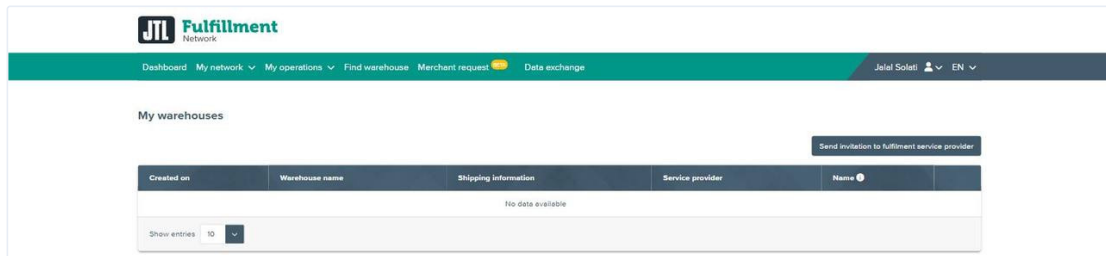


LIVE SCREEN

The merchant dashboard. The green menu bar holds everything the free portal can do: Dashboard, My network, My operations, Find warehouse, Merchant request, Data exchange. The EN / DE switch is at the far right. All figures stay at zero until a fulfiller is holding goods for you.

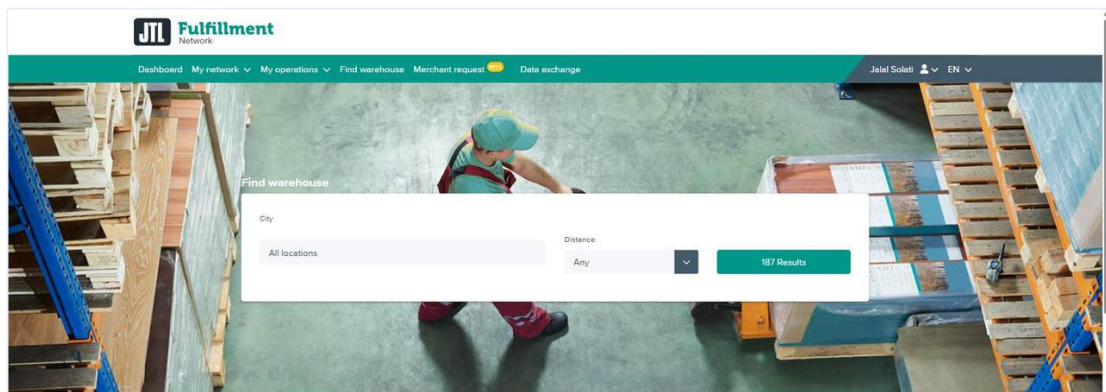
2 Get connected to StartFill and receive a warehouse

Send us your JTL account e-mail address. Either we invite you, or you send us an invitation link from *My network* → *My warehouses* → *Send invitation to fulfilment service provider*. Once we accept, your status shows *In Zusammenarbeit* and a warehouse appears under *My network* → *My warehouses*.



LIVE SCREEN

My warehouses on a new account — empty. This is normal before we accept you, and it is where most merchants get stuck. The button top right, *Send invitation to fulfilment service provider*, generates the link you send us.



LIVE SCREEN

Find warehouse. You can also browse providers by city and distance. If you already know you are coming to us, use the invitation instead — it is quicker.

Until that warehouse row exists, nothing downstream can work. If it stays empty, the problem is the business relationship or an unaccepted invitation, never a software setting.

3 Tell us how you want to connect

Route 1, 2 or 3. If Route 1, we take it from here and the rest of section 7 describes what we will ask you for.

Both roles must be in the same environment

The network has a separate sandbox used for testing. A merchant account in the sandbox cannot see a fulfiller in the live network, and vice versa. If you have been testing, make sure the account you give us is the live one.

7 Route 1 — the StartFill Bridge

We provide the software. You provide access and data. Here is exactly what happens and who does what.

7.1 What it does

When a customer places a paid order in your Shopify store, Shopify notifies our bridge within seconds. The bridge converts the order into a picking job in the fulfilment network, against your stock in our warehouse. We pick, pack and ship it. The carrier tracking number and the new stock level travel back to Shopify automatically, so your customer gets a dispatch notice and your shop shows the right quantity.

Trigger	A paid order in Shopify
Typical delay	Seconds from payment to picking job
Matching	Your Shopify SKU to the JFSKU in our warehouse
Back to you	Tracking number, fulfilment status, stock level
Not sent	Unpaid orders, cancelled orders, and anything you tag <code>no-ffn</code>

7.2 What we need from you

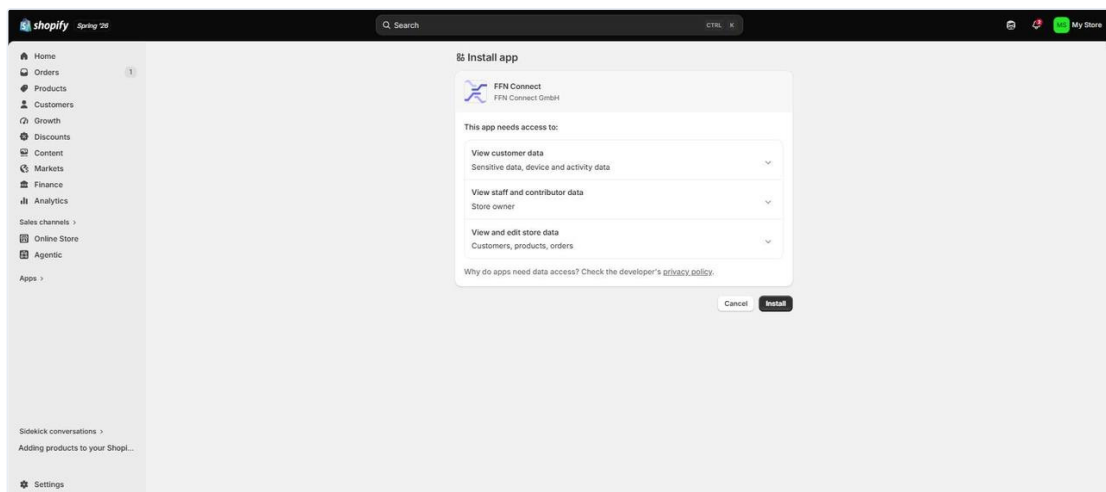
1 Your JTL account e-mail

So we can link you as a merchant and assign your warehouse.

2 Permission to install our app on your store

We send you an install link. You open it, read the permission screen and click Install. Only you can do this — it is your customer data, and granting access is your decision, not ours.

The app asks to view customer data, view store owner details, and view and edit products and orders. It needs customer data because a parcel without a delivery address cannot be shipped.



LIVE SCREEN

Shopify's install screen. Expand each row and read it before granting. The example shown is a third-party fulfilment app; ours asks for the same three categories, for the same reason. Only the store owner can click Install.

3 A product list with SKU, EAN, weight and dimensions

A spreadsheet is fine. We create the matching articles in the network so that your SKUs map to the right JFSKUs.

4 Your stock

Send it to our warehouse against an announced delivery (an *inbound*). Stock becomes sellable only once we have physically booked it in.

7.3 What we do

- Build and host the connection, and monitor that it is alive.
- Create your articles in the network and keep the SKU mapping correct.
- Map your Shopify shipping methods to real carrier services.
- Fix it when Shopify or JTL change something at their end.

Verified, not theoretical

This route was tested end to end on a Shopify **Basic** plan on 28 July 2026: a paid Shopify order became a picking job in the fulfilment network, with the full delivery address, in under a second and with no manual step.

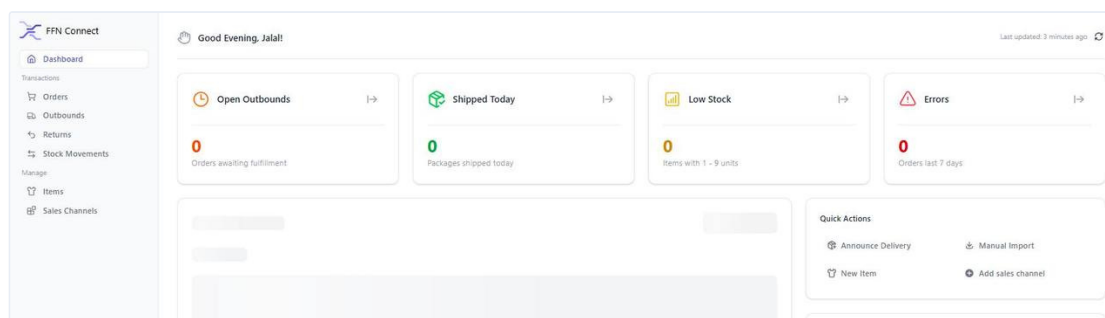
7.4 What you should know before choosing it

In the interest of you making an informed decision rather than a flattered one:

- **You depend on us for this piece.** If you later leave StartFill, the bridge goes with us. Your JTL account, your warehouse relationship and your data remain yours, and Route 2 is always available as a replacement.
- **It is Shopify-focused.** If you also sell on Amazon, eBay or Otto and want one tool for all of them, ask us — but FFN Connect may genuinely suit you better.
- **You do not get your own dashboard for it.** You see everything in Shopify and in the free JTL portal; there is no third screen to log into.

8 Route 2 — FFN Connect

A finished Shopify app from FFN Connect GmbH. Roughly 30–60 minutes, no programming.



LIVE SCREEN

The FFN Connect dashboard. Left menu: Dashboard, Orders, Outbounds, Returns, Stock Movements, Items, Sales Channels. Shown here in English — it opens in German for a German-registered company, and step 2 below is how you change that.

8.1 Setting it up

1 Register at ffn-connect.de and link your JTL account

Create an account, then open *Settings* → *Organization & Users*. In the *JTL Fulfillment Network Account* panel, connect the same free JTL customer account from step 6.1. If it says *Connect* rather than *Connected as...*, do that first.

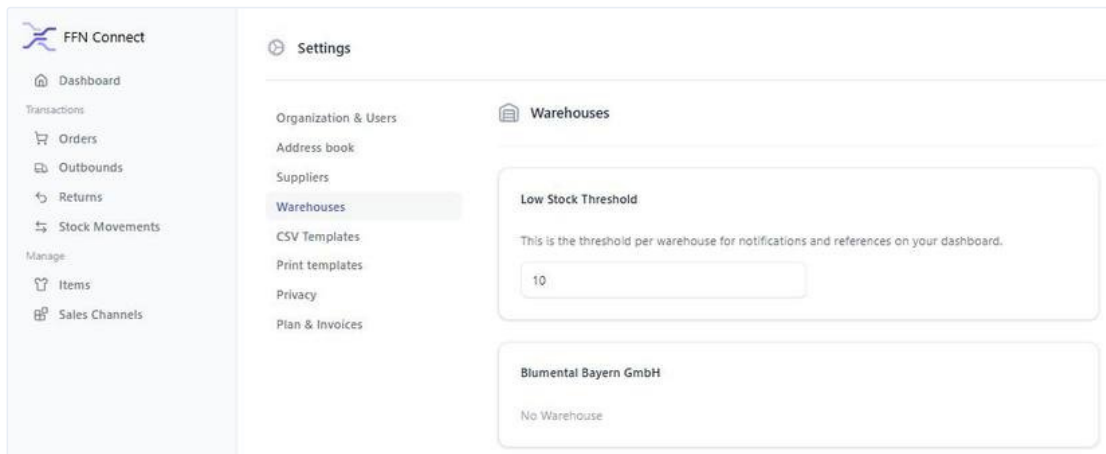
2 Switch the interface to English if you want it

It opens in German for a German-registered company and there is no flag icon. Click your name at the bottom-left, then *Persönliche Einstellungen* → *Anzeige* → *Sprache* → English. It applies per user, not per company, so each colleague sets their own.

3

Check your warehouse is there

Settings → *Warehouses*. If it says *No Warehouse*, go back to step 6.2 — the app cannot create a Shopify location without one.



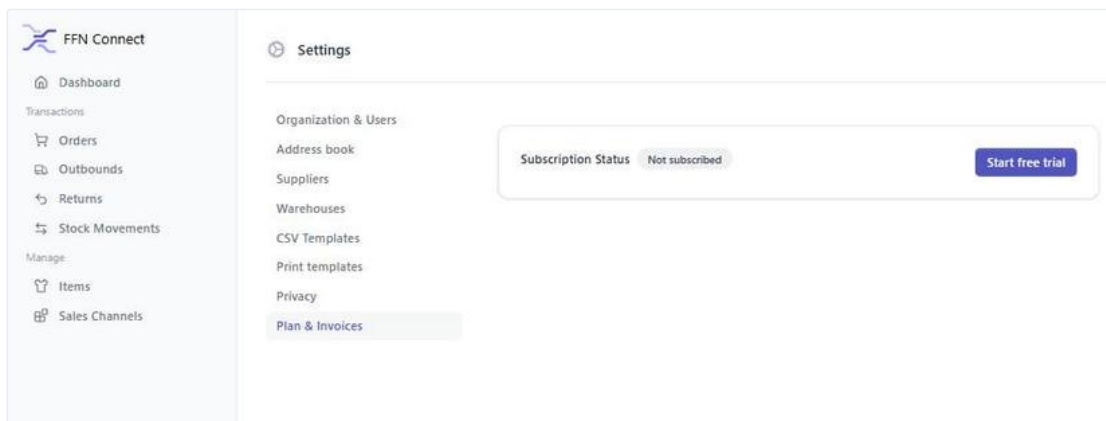
LIVE SCREEN

Settings → **Warehouses** showing "No Warehouse". The *Low Stock Threshold* above it is only the dashboard alert level and is unrelated. Chase the warehouse, not the software.

4

Start the trial or subscribe

Settings → *Plan & Invoices*. Sales channels stay locked until a plan or trial is active. The *Add sales channel* card looks clickable before that and simply does nothing, which is confusing but not broken.

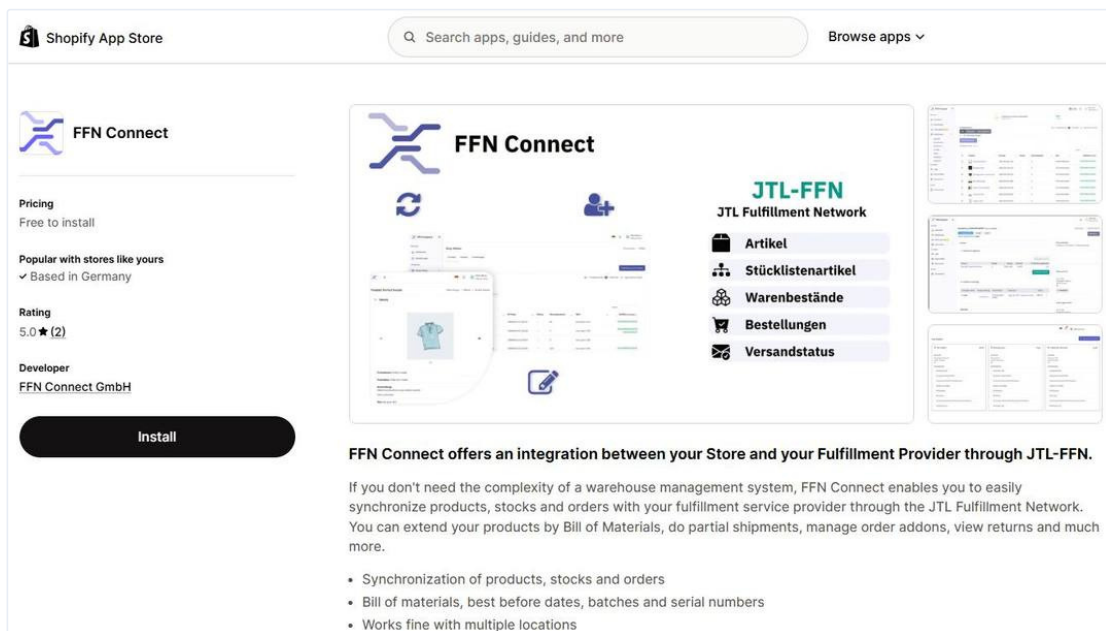


LIVE SCREEN

Settings → **Plan & Invoices**. Status *Not subscribed*, with the button that starts the 14-day trial. Sales channels unlock only after this.

5 Install the app from the Shopify App Store

Search for FFN Connect, click Install, and read the permission screen before granting it. The listing says "Free to install" — that only means Shopify does not bill you. FFN Connect GmbH bills separately.



LIVE SCREEN

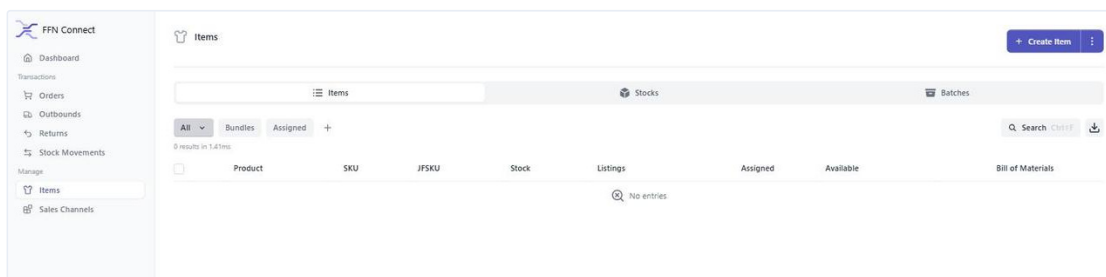
The FFN Connect listing in the Shopify App Store. Developer FFN Connect GmbH, category Third-party logistics (3PL). "Free to install" refers to Shopify billing only.

6 Let the app create the fulfilment location

In FFN Connect open *Warehouses* and click *Synchronise*. It creates a special fulfilment-service location in Shopify. Do not create one by hand. Then add shipping rates for the new location in your Shopify shipping profile.

7 Synchronise products, then release them to us

Sales Channels → your Shopify channel → *Synchronise products* → *Continue and synchronise*. Then go to *Items* and release them to the fulfiller in bulk. Each product gains the new location at stock level 0 until we book the goods in.



LIVE SCREEN

The Items screen. Note the two identifier columns: *SKU* is your own article number from Shopify, *JFSKU* is the ID the network assigns. Matching the two is what "SKU mapping" means.

8 Map your shipping methods, then send your stock

Match each Shopify shipping method to one we offer. Without this, orders arrive with no valid carrier and stop. Then announce and send your inbound delivery.

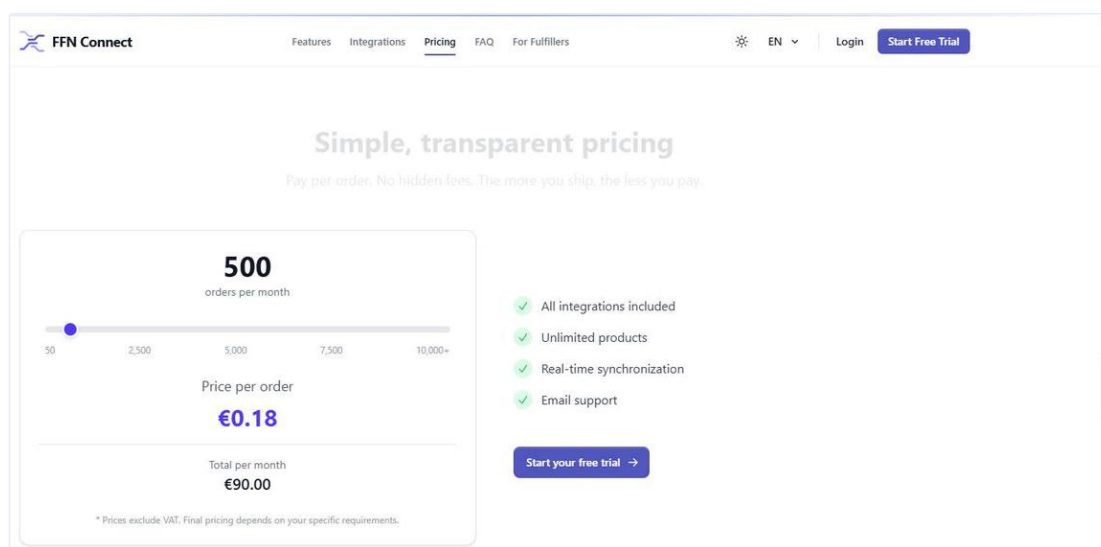
If your shop is already live

Do not deactivate your existing location until we have physically booked in your stock and the new location shows real quantities. Otherwise customers hit "sold out" in the middle of the migration. If every order will ship from our warehouse, remove the other locations from the shipping profile only after that point.

8.2 What it costs

Volume	Per order	Per month
Base fee, includes 50 orders	—	€10
500 orders per month	€0.18	€90

Rates observed on ffn-connect.de in July 2026, excluding VAT; the per-order rate falls as volume rises. A 14-day trial is offered without a credit card. Verify current pricing before you decide — it is not ours and we do not control it.



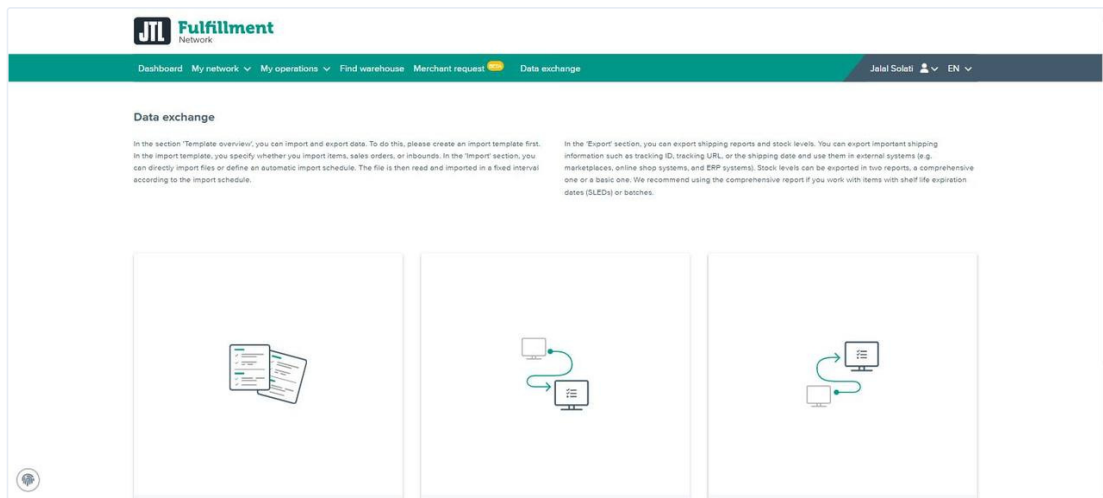
LIVE SCREEN The pay-per-order calculator on ffn-connect.de. At 500 orders a month it showed €0.18 per order, €90.00 total. Prices exclude VAT.

9 Route 3 — doing it yourself

Free in licence cost, not in effort. Two sub-routes: by hand, or by code.

9.1 By hand, with CSV

The free portal offers import templates, imports and exports under *Data exchange*, plus scheduled FTP. There is no "connect a shop" button anywhere, because the free portal has no Shopify connector. In practice you export orders from Shopify and upload them here.



LIVE SCREEN **Data exchange in the free portal.** Import templates, imports and exports — and no "connect a shop" button anywhere, which is the honest limit of the free portal.

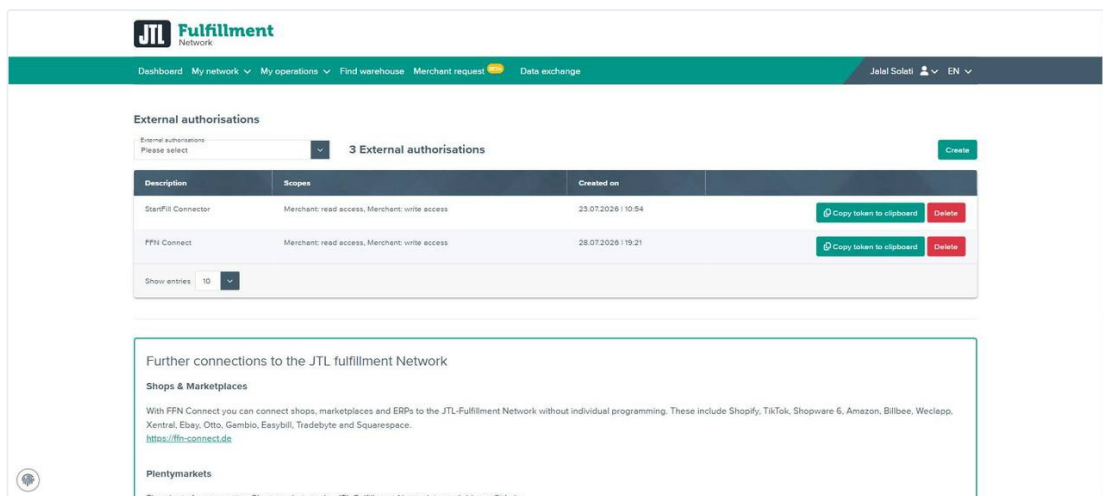
This is workable at a handful of orders a week and painful beyond that. It is a reasonable way to evaluate the network before committing.

9.2 By code, on the REST API

Your developer builds against two APIs: the **FFN Merchant REST API** and the **Shopify Admin API**. Every call to the merchant API carries three headers together:

- `Authorization: ffn <token>`
- `x-application-id`
- `x-application-version`

A mismatch between the token and the application ID is the most common cause of a `401`. The token comes from the portal under *External authorisations*.



LIVE SCREEN **External authorisations.** Every token issued for the account, its scopes and when it was created. Note JTL's own panel underneath, which points Shopify merchants at FFN Connect.

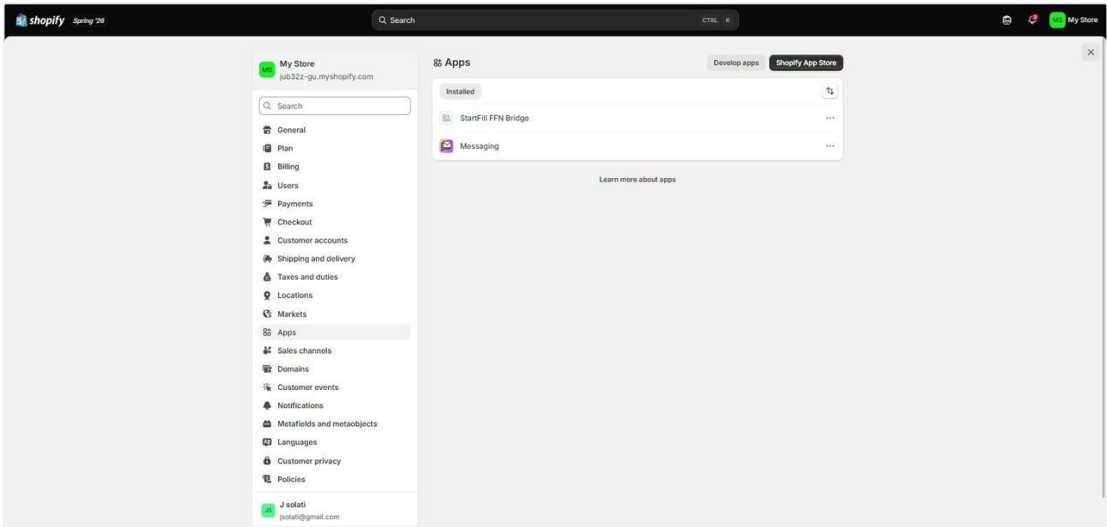
Handle the token like a password

Anyone holding it can read and write your orders and stock. Never paste it into a chat, an e-mail, a screenshot or a repository. If it leaks, delete that row in the portal and create a new one — the old token stops working immediately.

9.3 The Shopify Basic plan question — corrected

You will read, including in FFN Connect's own FAQ, that a custom app cannot be used on the Shopify Basic plan because protected customer data is only unlocked on higher plans. That is true of *one kind* of custom app and it is widely misreported as meaning Route 3 is impossible on Basic. It is not.

Kind of app	Where it is created	Customer names and addresses on Basic
Admin custom app	Shopify admin → Settings → Apps → Develop apps	No — blocked on Basic
Partner app, custom distribution	Shopify Partner Dashboard, bound to one store	Yes — works on Basic



LIVE SCREEN **Shopify Settings → Apps and sales channels.** The *Develop apps* button top right creates the admin custom app — the one that cannot read addresses on Basic. The Partner-app route is not reached from this screen at all.

A Partner app with custom distribution is bound permanently to a single store, needs no Shopify app review, and does receive protected customer data. That is the route our own bridge uses, which is why Route 1 works on Basic.

How we know

Verified on 28 July 2026 on a live Basic-plan store: a Partner app with custom distribution received the full delivery address through the `orders/create` webhook and created a picking job in the network. An admin-created custom app on the same store cannot.

Two practical consequences

- Use the **webhook**, not polling. The order payload delivered to `orders/create` contains the delivery address. Always verify the HMAC signature before trusting a webhook.
- For tracking write-back, poll the merchant API's outbound updates feed and match on the external order number you set when creating the outbound, then create the Shopify fulfilment with the carrier tracking number.

Reference

The go-live checklist, the problems that actually occur, and what to send us so we can start.

10 Going live — checklist

Work down the list. Do not skip the order; each item depends on the one above.

- ☐ Free JTL customer account created, with a company e-mail address.
- ☐ StartFill accepted as your fulfiller; a warehouse row appears under *My warehouses*.
- ☐ Every Shopify variant has a unique SKU, plus EAN, weight and dimensions.
- ☐ Articles exist in the network and the SKU → JFSKU mapping is confirmed.
- ☐ Your chosen route is configured, and the first synchronisation ran *shop* → *system*.
- ☐ Our warehouse exists as a location in Shopify, with shipping rates attached.
- ☐ Shopify shipping methods mapped to the carrier services we offer.
- ☐ Inbound delivery announced and physically received; stock shows real quantities.
- ☐ One real low-value order placed and shipped end to end, tracking number visible in Shopify.
- ☐ Only then: old locations removed from the shipping profile.

Do the test order for real

Place one genuine low-value order and let it ship to an address you control. Every problem worth finding shows up on the first real parcel, not on the tenth configuration screen.

11 Troubleshooting

My warehouse list is empty, or says "No Warehouse".

Nobody has assigned you one yet. This is a business step, not a setting. Contact us — and if you have been testing in the sandbox, check you are logged into the live account.

I logged in with my JTL ID and cannot see the Fulfillment Network.

A JTL ID is a personal developer and community login. The network needs the *JTL customer account* — the company login. They are different accounts.

Products synced, but stock shows 0 in Shopify.

Correct and expected. Stock appears only after we physically book the goods in. Until the delivery arrives and is received, the location exists with zero quantity.

Orders reach the network but nothing ships.

Usually one of three things: no stock booked in for that article; the Shopify shipping method is not mapped to a carrier service; or the SKU does not match a JFSKU, so we cannot tell which box to pick.

My API calls return 401 Unauthorized.

The token and the `x-application-id` do not belong together. Both must come from the same external authorisation. Also check you are pointing at the right environment — a sandbox token will not work against the live API.

I am on the Shopify Basic plan. Will this work?

Yes, on Routes 1 and 2 without qualification. On Route 3 it works if your developer builds a Partner app with custom distribution, and does not if they create an admin custom app. See section 9.3.

Do I need JTL-Wawi?

No. All three routes work without it. We run Wawi and JTL-WMS at our end.

The Shopify App Store says FFN Connect is "Free to install". Is it free?

No. That phrase means Shopify does not bill you for it. FFN Connect GmbH invoices you separately, per order, outside your Shopify bill.

Should I switch off my old Shopify location straight away?

No. Wait until our location shows real stock. Deactivating early makes your products show as sold out mid-migration.

Something changed and orders stopped arriving.

On Route 1, tell us — we monitor the connection but you will often notice a gap before an alert does. On Routes 2 and 3, check first that the connection to the shop is still authorised; app permissions and tokens can be revoked by a staff change in Shopify.

12 What to send us to get started

JTL account e-mail	The address you registered at fulfillment.jtl-software.com
Shopify store domain	For example <code>your-shop.myshopify.com</code>
Shopify plan	Basic, Grow, Advanced or Plus
Product list	SKU, product name, EAN, weight, dimensions, and whether the item carries a batch or best-before date
Expected volume	Orders per month, and your peak months
Carrier preference	If you have one, and any service level you have promised your customers

Send it to your StartFill contact and we will come back with a connection plan and a date.

A note on evidence

Every screenshot in this manual is a live capture from the real systems in July 2026, taken with both portals set to English, and each is marked **LIVE SCREEN**. Nothing is a mock-up. The FFN Connect steps from the app installation onward are described from FFN Connect's own documentation rather than captured, because installing their app and starting a subscription is a commercial decision that belongs to you, not to us. Prices and interfaces change; verify current rates before you commit.

StartFill is the fulfilment arm of Blumental Bayern GmbH, Melanchthonplatz 4–6, 90443 Nürnberg, Germany. Sources: JTL-Guide (guide.jtl-software.com , Onlinehändler ohne JTL-Wawi), the JTL Fulfillment Network portal, Shopify developer documentation on protected customer data, and ffn-connect.de. Edition 2.0, July 2026 — supersedes the earlier two-option comparison guide, which understated what is possible on the Shopify Basic plan.