



Connecting Your WooCommerce Shop to StartFill

A step-by-step guide to linking WooCommerce with StartFill fulfillment —
with the free StartFill Connector plugin, or self-service via FFN Connect.

WELCOME

What this guide is about

StartFill picks, packs and ships your WooCommerce orders from our warehouse in Nuremberg. There are **two easy ways** to connect your shop to the JTL Fulfillment Network (FFN), the platform StartFill operates on: the free **StartFill Connector plugin** (our recommendation — we set it up together with you), or **FFN Connect**, the official self-service middleware of the JTL Group. Either way, nothing changes for your customers, your WordPress password is never shared, and the whole setup is done in your browser in about 15 minutes.

What you need before you start

✓ A WooCommerce shop with HTTPS

A live WordPress site with the WooCommerce plugin and an SSL certificate (https://).

✓ Administrator access to WordPress

Only an admin user can create REST API keys.

✓ SKUs on your products

Products are matched by SKU — items without a SKU cannot be linked automatically.

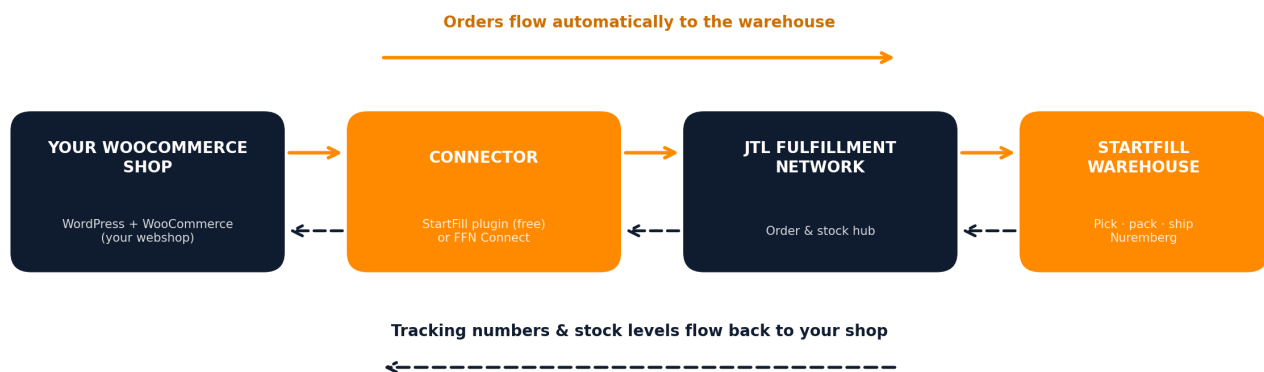
✓ An e-mail address for FFN Connect

Used to create your FFN Connect account.

NOTE The FFN Connect trial is free for 14 days and needs no credit card. Afterwards 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 WooCommerce shop and the JTL Fulfillment Network, the platform StartFill operates on. Orders travel one way; tracking numbers and stock levels travel back:



A customer buys in your shop → the order is picked, packed and shipped by StartFill → your customer gets tracking as usual

Figure 1 — The data flow between your WooCommerce shop and the StartFill warehouse.

CHOOSE YOUR ROUTE

Two ways to connect — which is right for you?

	Route A — StartFill Connector plugin RECOMMENDED · FREE	Route B — FFN Connect SELF-SERVICE · from €10/mo
Cost	Free — provided by StartFill	14-day free trial, then from €10/month incl. 50 orders
Setup	One small plugin, installed in a minute — we configure it together with you	Fully self-service in the browser, ~15 minutes
Best for	Merchants who sell (mainly) through their own WooCommerce shop	Merchants who also want Amazon, eBay, OTTO & more in one account
Maintenance	Maintained by StartFill	Maintained by the JTL Group

Both routes deliver the same result: orders reach the warehouse automatically, tracking and stock flow back. You can also start on one route and switch later.

ROUTE A — RECOMMENDED

The StartFill Connector plugin

The StartFill Connector is a small WordPress plugin, built and maintained by StartFill, that sends each new WooCommerce order directly to the JTL Fulfillment Network the moment it is paid — and it is **free** for StartFill customers. You receive the plugin as a .zip file from your StartFill contact, together with your personal access token. The setup is a guided, one-time process we do with you:

1. Install the plugin

In your WordPress admin, go to **Plugins** → **Add New Plugin** → **Upload Plugin**, choose the **startfill-ffn-connector.zip** file you received from us and click **Install Now**:

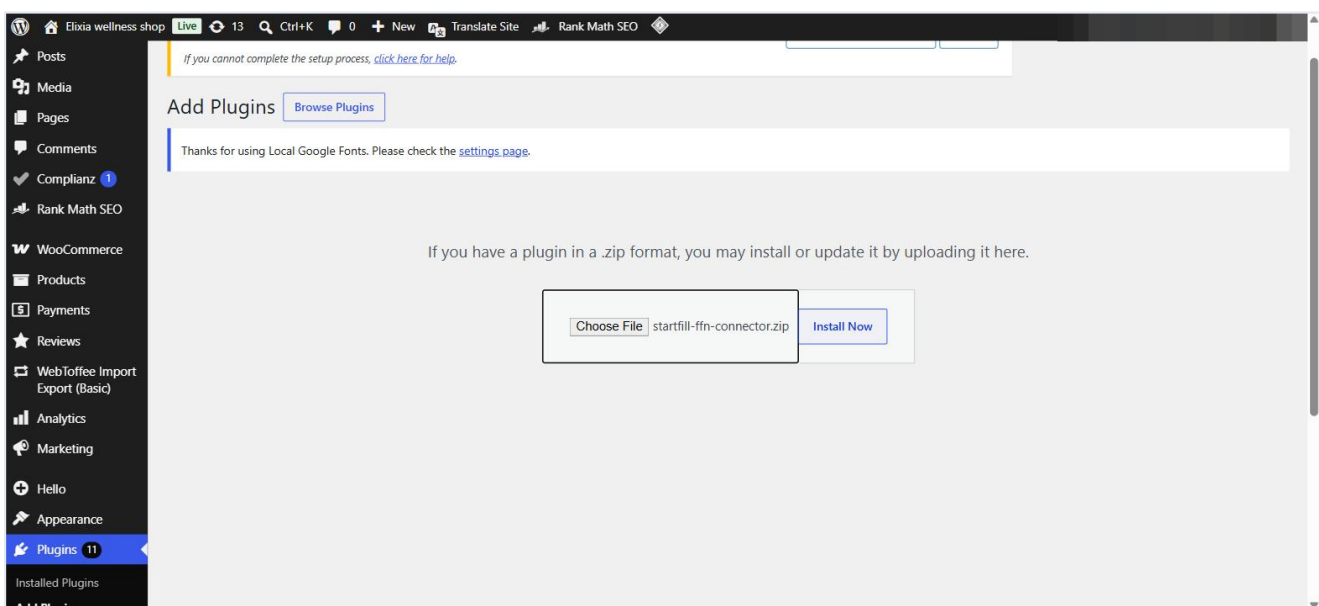


Figure 2 — Uploading the StartFill Connector .zip in the WordPress plugin installer.

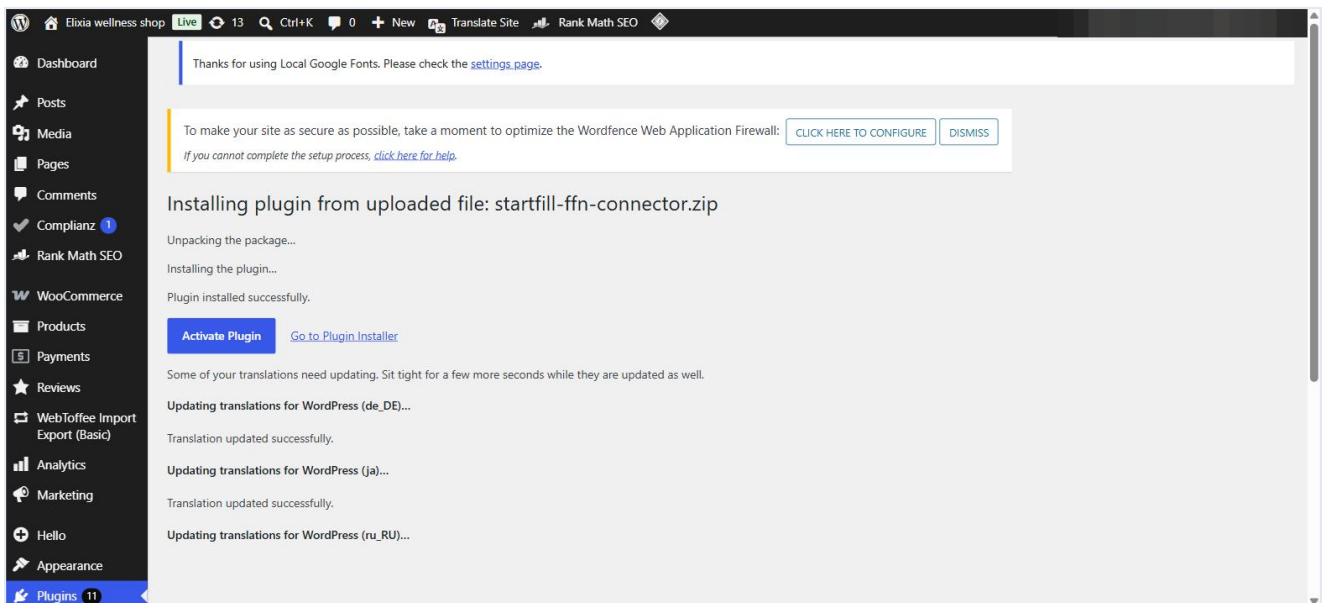


Figure 3 — “Plugin installed successfully” — click **Activate Plugin** to switch it on.

2. Enter your access token and connect

After activation you find the plugin under **WooCommerce** → **FFN Connector**. Paste the access token you received from StartFill (it is created in the FFN portal under *Externe Berechtigungen* — we do this step together with you). The token is sent securely with every request and never expires; it can be revoked in the portal at any time.

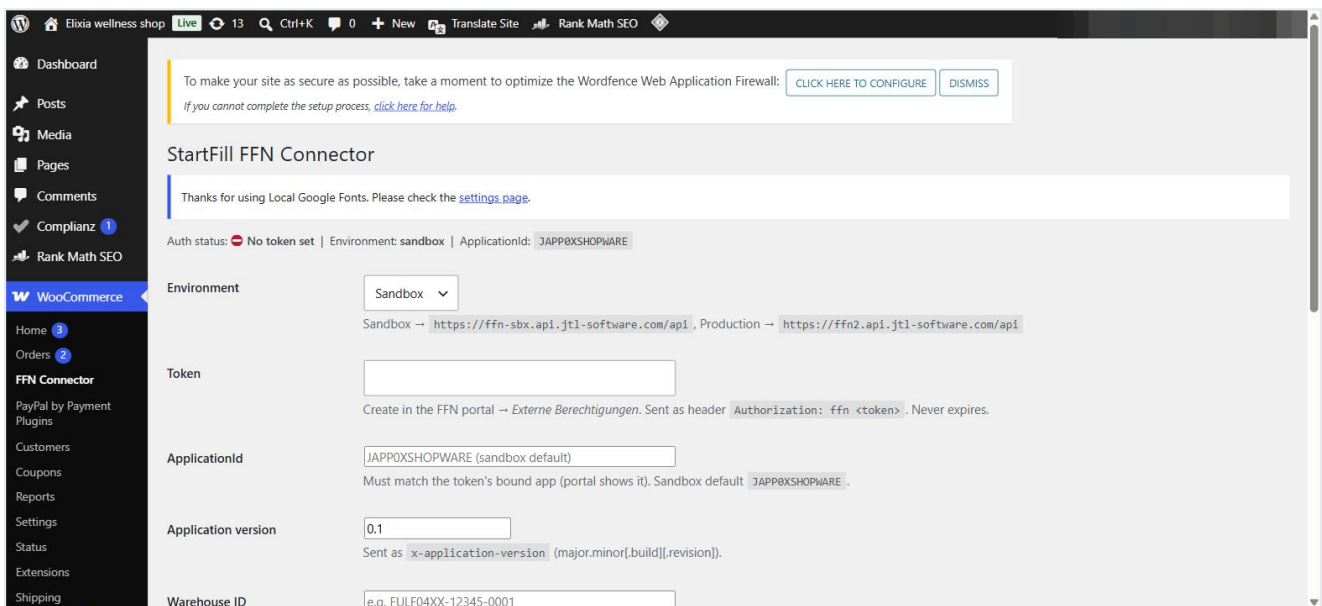


Figure 4 — The StartFill FFN Connector settings: environment, token and application details.

3. Test and go

Click “**Test connection**” — you should see *Connected*. Then click “**Fetch warehouse & shipping-method IDs**”: the plugin retrieves StartFill’s warehouse and your shipping method automatically and fills the fields for you. Save, place a test order, and watch the order notes show “*FFN outbound created*” — from then on every paid order is pushed to the warehouse automatically.

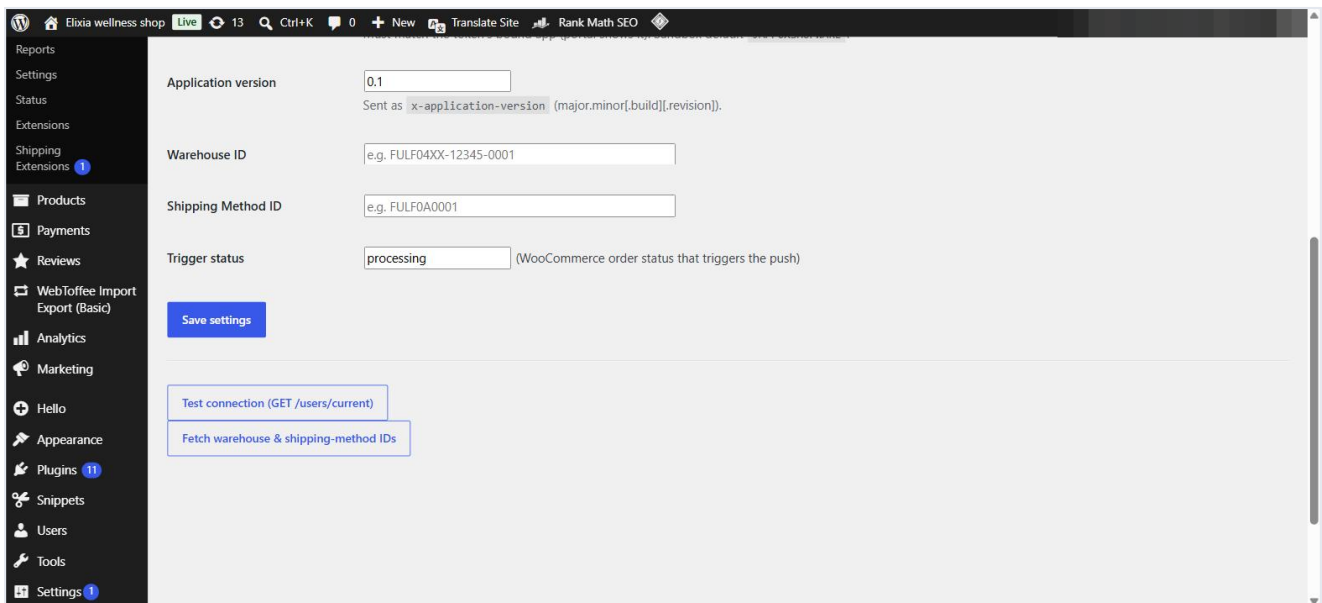


Figure 5 — One-click connection test and automatic ID lookup — no values to copy by hand.

IMPORTANT Products are matched by SKU: the SKU in WooCommerce must equal the article's SKU (JFSKU) at StartFill. We align this with you during onboarding, before the first live order.

NOTE The plugin needs your goods to be stored at StartFill first — orders for items without warehouse stock are rejected. Your StartFill contact confirms when you are ready to switch it live.

FFN Connect: the five steps at a glance

Route B — FFN Connect self-service: five steps in your browser

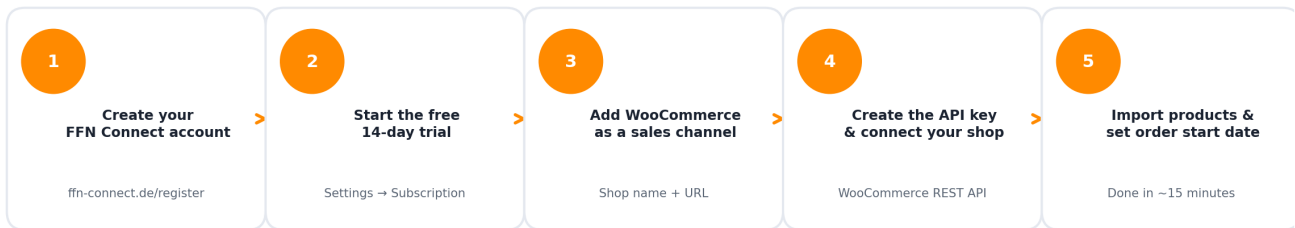


Figure 6 — The complete setup path. Each step is explained on the following pages.

The FFN Connect interface is currently German-first; the screenshots in this guide show the German labels with English explanations. 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 mit JTL Account* option if you already have a JTL account). After confirming your e-mail address you land on your personal dashboard:

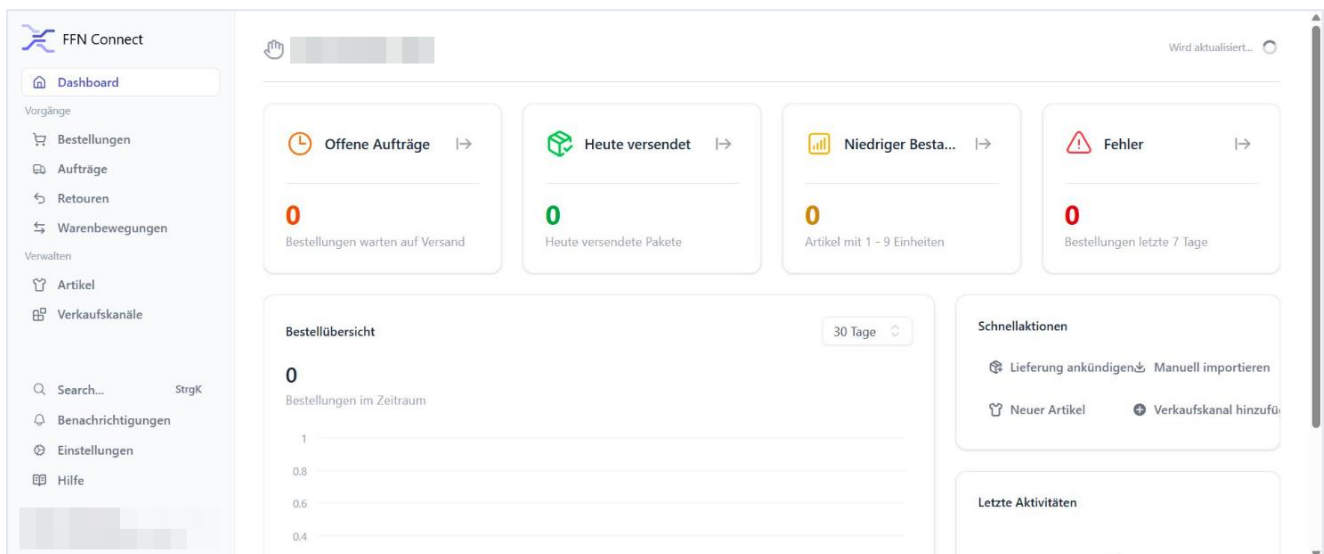


Figure 7 — Your FFN Connect dashboard after logging in. Orders, shipments and stock will appear here later.

2 Start the free 14-day trial

Before you can add a sales channel, activate the free trial: go to **Einstellungen (Settings)** → **Abo & Rechnungen (Subscription & Invoices)** and click “**Testzeitraum starten**” (Start trial period). No payment details are required.

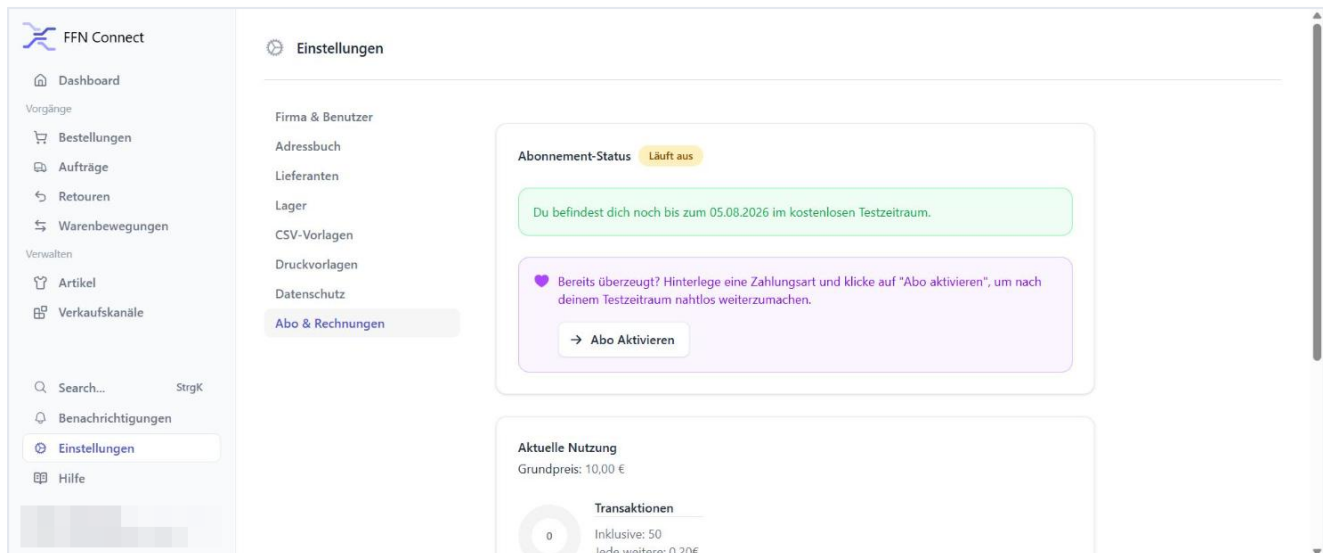


Figure 8 — The subscription page. The green banner confirms your active trial period and its end date.

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 WooCommerce as a sales channel

Open **Verkaufskanäle** (Sales channels) in the left menu, click “+ Verkaufskanal hinzufügen” (Add sales channel) and choose **WooCommerce** in the *Shopsysteme* column. Give the channel a name of your choice and enter your shop’s address including **https://**. Then click **Weiter** (Next):

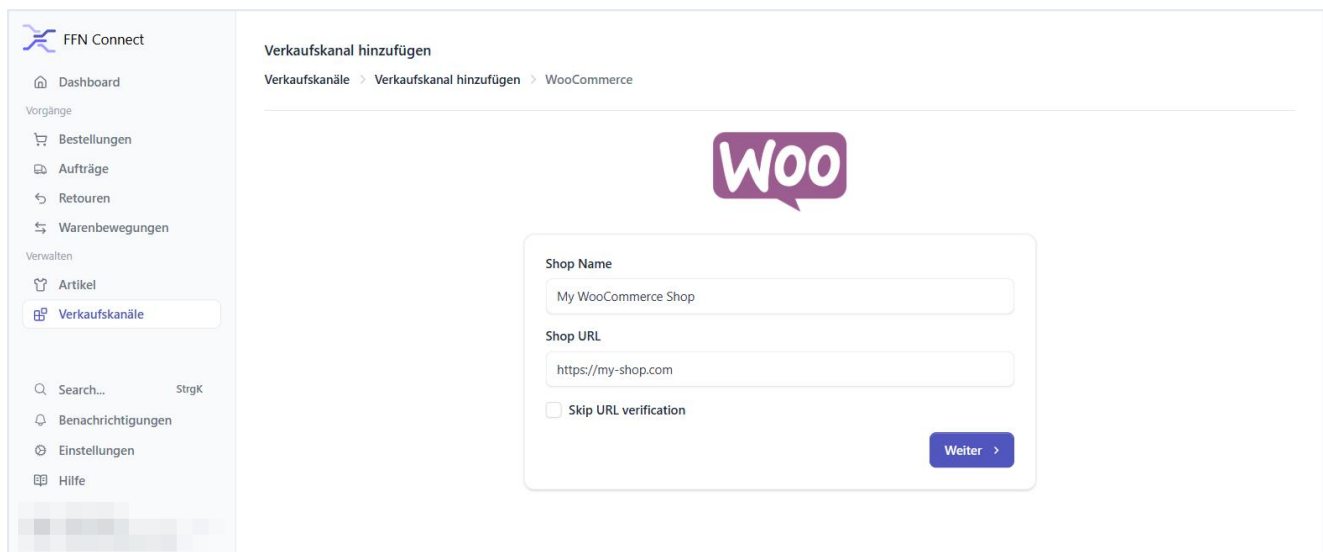


Figure 9 — Naming the channel and entering your shop URL. FFN Connect verifies that the URL is reachable.

The next screen asks for two REST API credentials — a **Consumer Key** (ck_...) and a **Consumer Secret** (cs_...). You create both in your own shop in the next step:

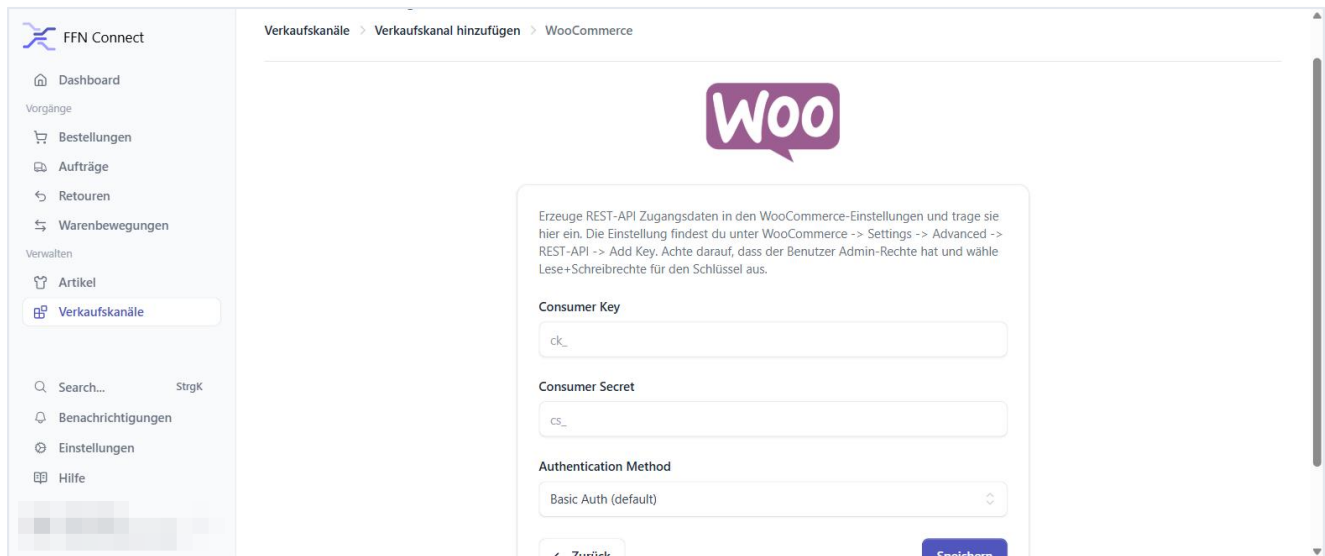
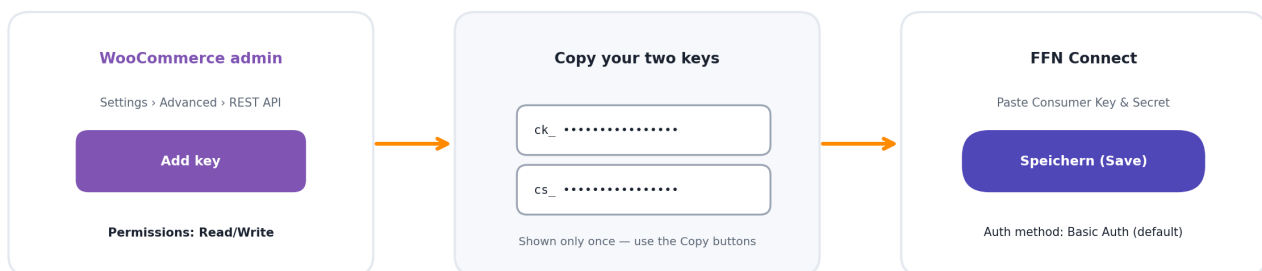


Figure 10 — The credentials screen in FFN Connect. Leave the authentication method on “Basic Auth (default)”.

4 Create the API key in WooCommerce and connect

Step 3 — the API connection: one key pair created in your shop, entered once in FFN Connect



The key can be revoked in WooCommerce at any time — that instantly cuts FFN Connect's access. Your WordPress password is never shared.

Figure 11 — The API connection at a glance: create the key in your shop, copy it once, paste it into FFN Connect.

In a second browser tab, open your WordPress admin and go to **WooCommerce** → **Settings** → **Advanced** → **REST API**, then click “Add key”:

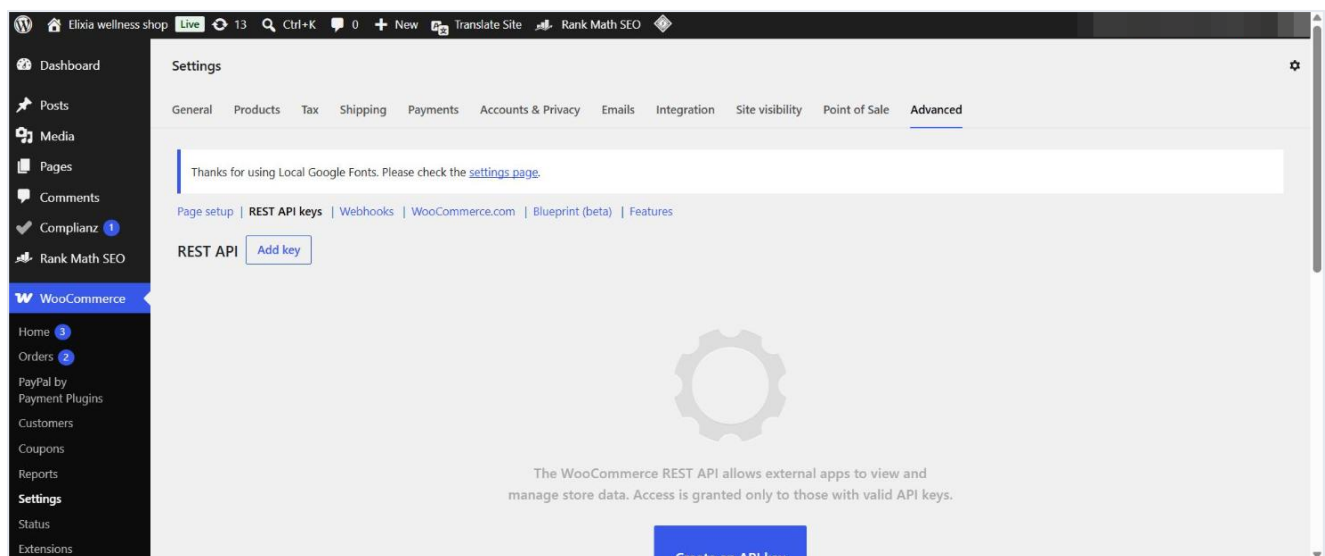


Figure 12 — The REST API section of your WooCommerce settings.

On the key form, enter a description (for example “FFN Connect”), keep your admin user selected, and — important — set **Permissions** to “**Read/Write**”. Then click **Generate API key**:

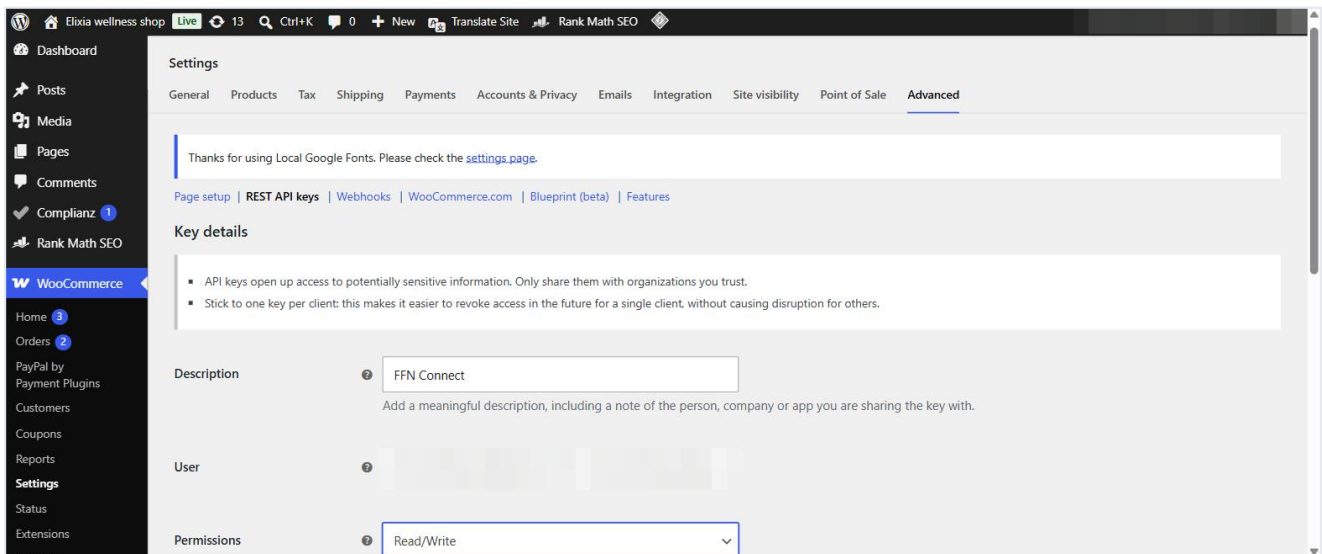


Figure 13 — Key details: description, admin user, and Read/Write permissions.

WooCommerce now shows your **Consumer key** and **Consumer secret** — each with a Copy button. These are shown **only once**, so keep the tab open until the connection is saved:

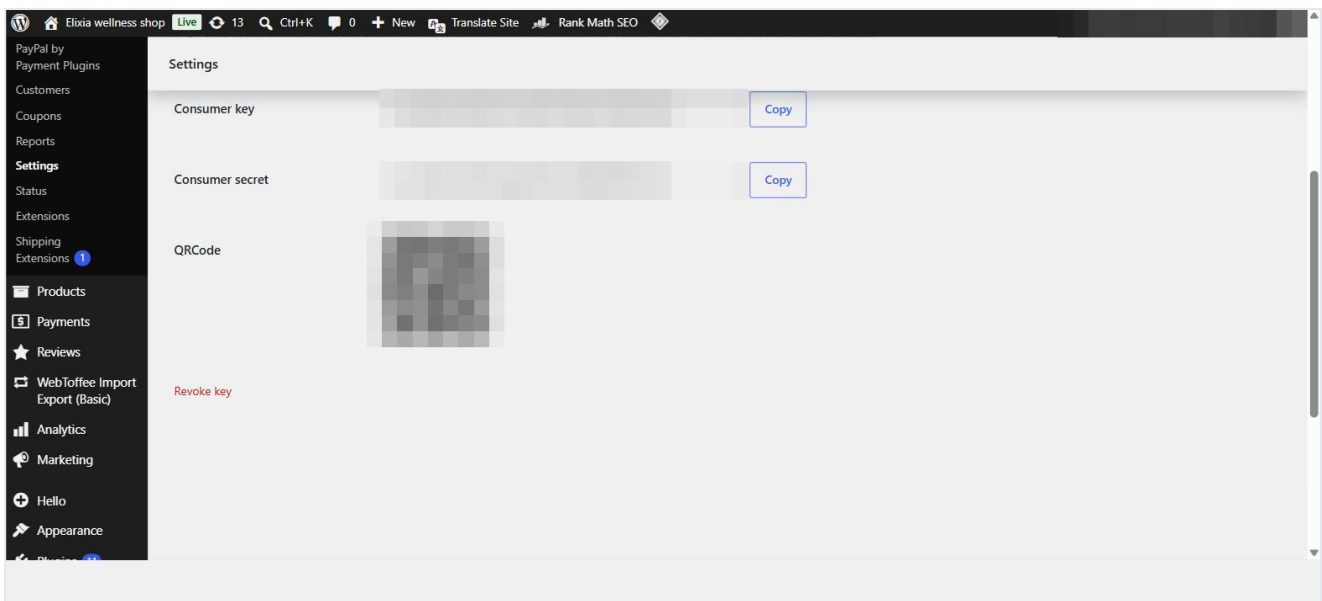


Figure 14 — The generated key pair (blurred here). Copy each value with its Copy button.

Back in FFN Connect, paste the two values into the matching fields and click **Speichern** (Save). FFN Connect tests the connection immediately — if the credentials are wrong you get an error right away:

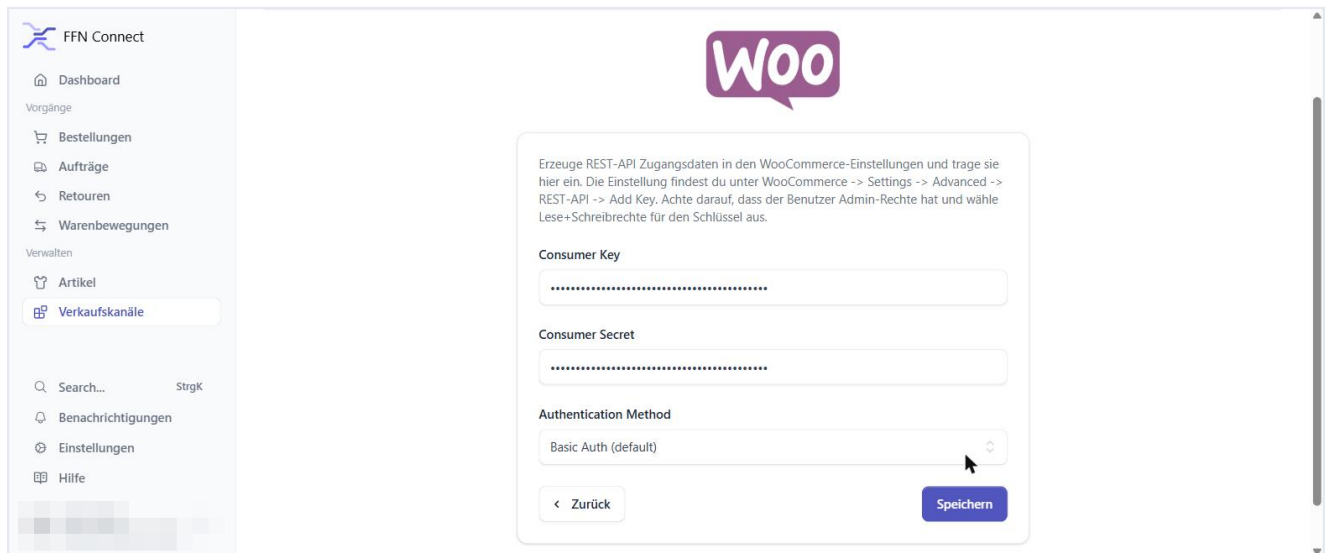


Figure 15 — Keys pasted into FFN Connect (masked). Saving creates the channel.

TIP Security: the key only grants access to WooCommerce shop data (products, orders, stock) — never to WordPress itself. You can revoke it any time under WooCommerce → Settings → Advanced → REST API, which instantly cuts the connection.

5 Import your products and set the order start date

Your channel now exists. First set the **order start date** (Startdatum) 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 the day of your go-live with StartFill:

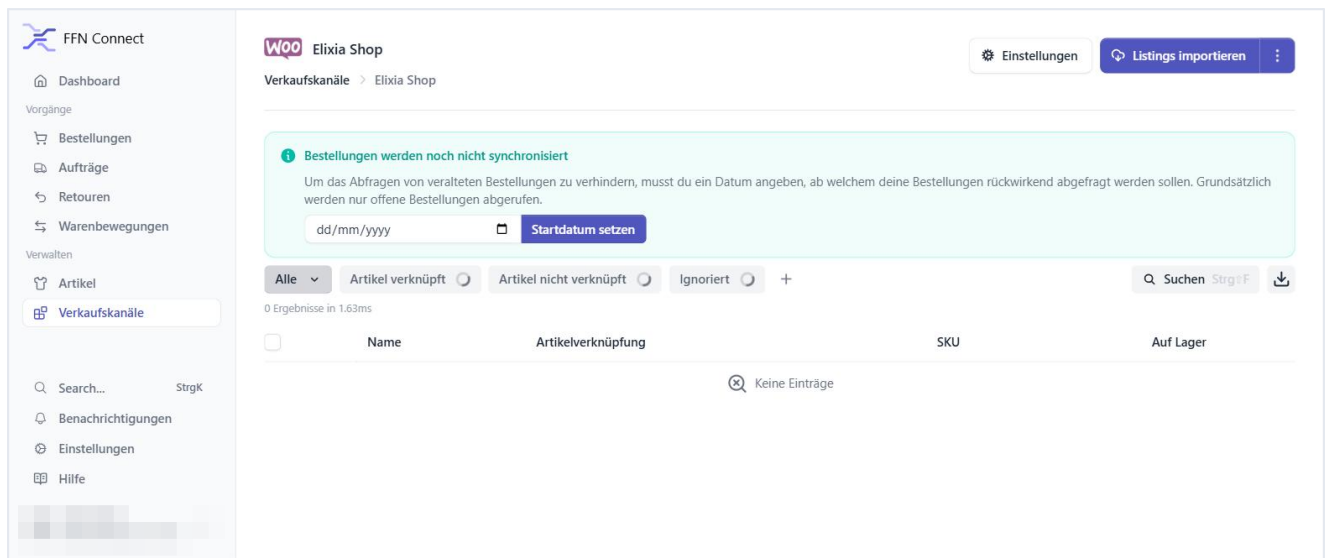


Figure 16 — The new channel with the order start date banner.

Then click “**Listings importieren**” (Import listings). FFN Connect counts your products and imports them with name, SKU, image and stock — creating linked articles automatically:

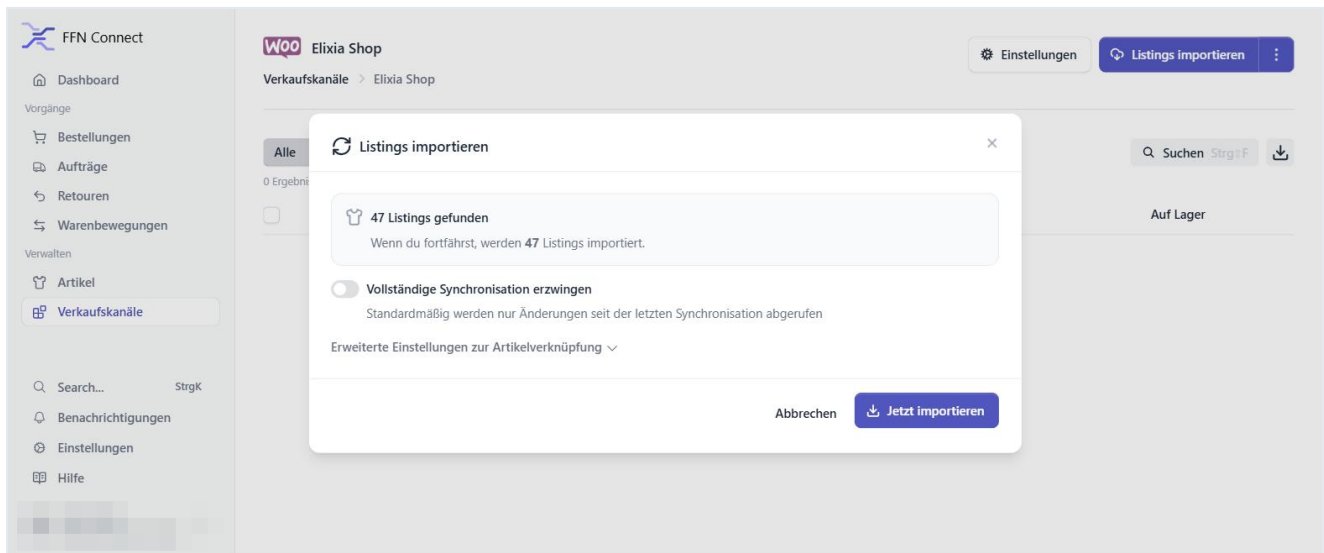


Figure 17 — The import dialog shows how many products were found before you confirm.

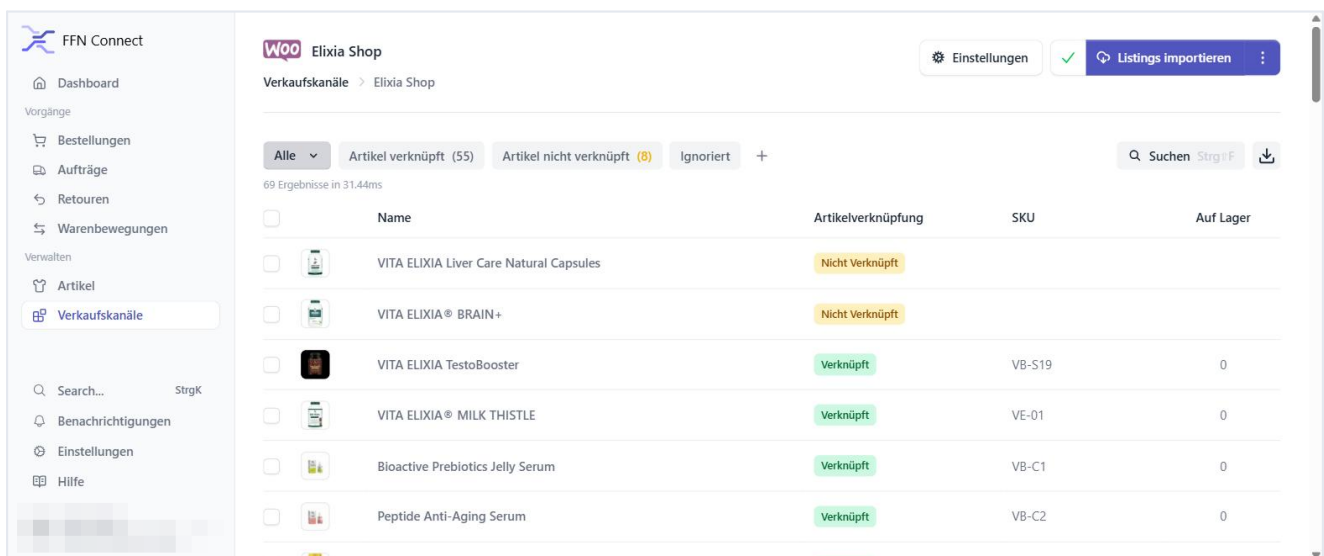


Figure 18 — After the import: products with a SKU are linked ("Verknüpft") automatically; items without a SKU show "Nicht Verknüpft" until you add one and re-import.

IMPORTANT Products are matched by SKU. If some items show "Nicht Verknüpft", add a SKU to them in WooCommerce (Product → Inventory → SKU) and run the import again.

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 shop. Until your products are physically stored at StartFill, we recommend the following:

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

Under **Einstellungen** → **Lagerbestände** (Stock levels), the switch “**Warenbestände übertragen**” controls whether FFN Connect writes warehouse stock levels into your shop. Leave it **off** until your inventory has been delivered to and booked into the StartFill warehouse — otherwise your shop would show products as out of stock.

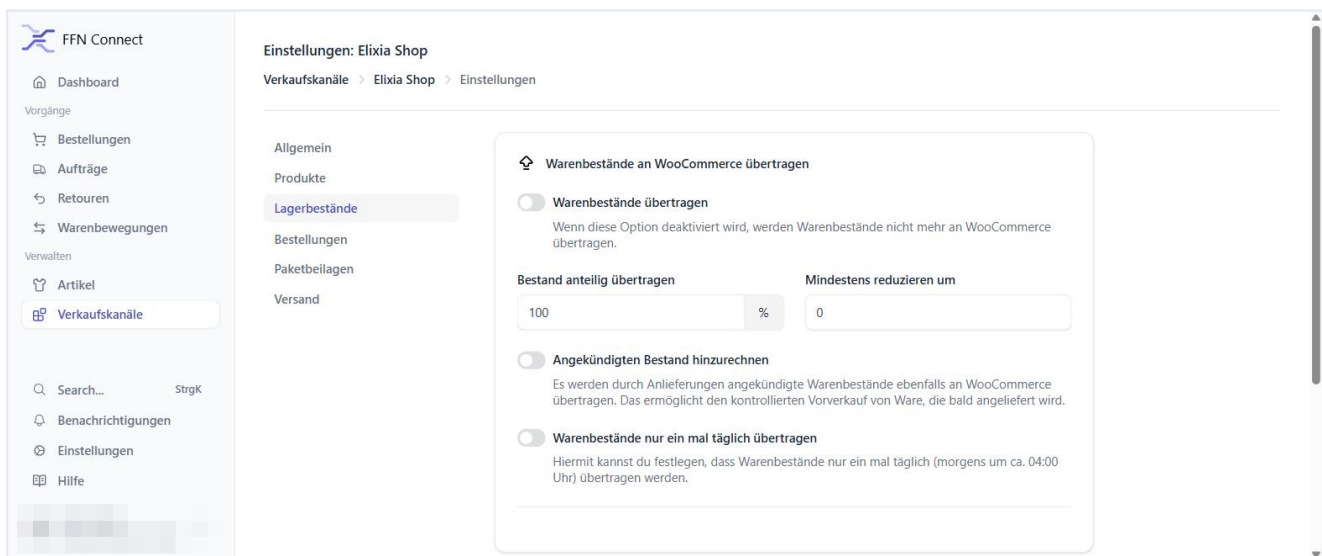


Figure 19 — Stock settings: switch on “Warenbestände übertragen” only after your goods are in stock at StartFill.

b) Automatic fulfillment — switch ON at go-live

Under **Einstellungen** → **Bestellungen** (Orders), the switch “**Fulfillment immer automatisch anfordern**” 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.

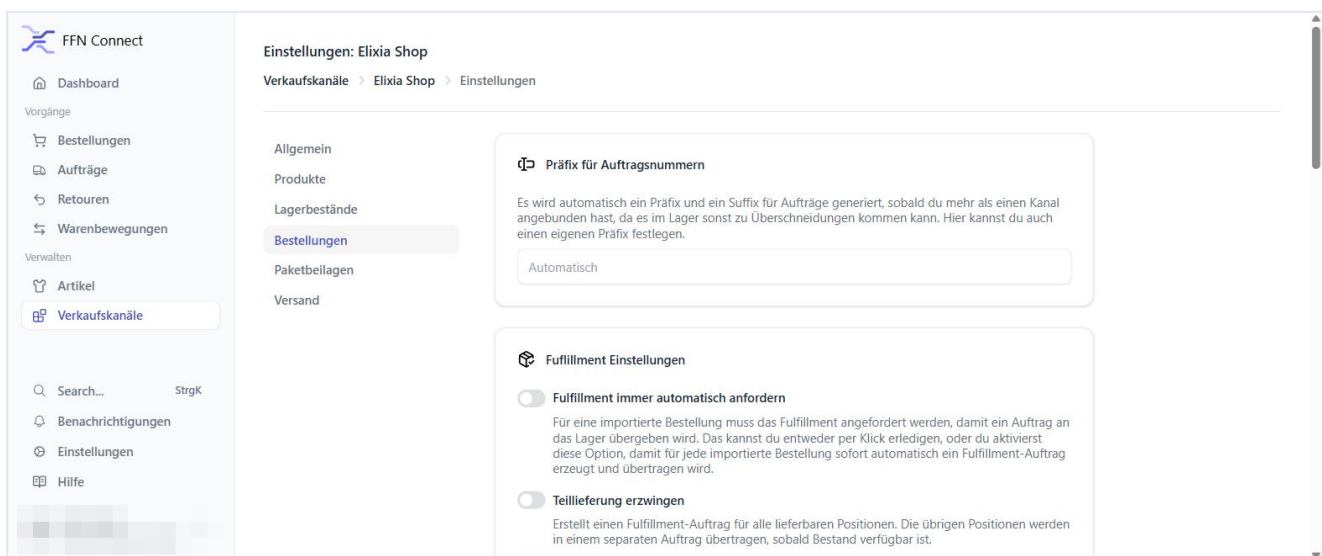


Figure 20 — Order settings: enable automatic fulfillment when you go live with StartFill.

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 in your shop → the order arrives at StartFill automatically → we pick, pack and ship it → the tracking number is written back to the order in WooCommerce → your customer is notified as usual. You watch everything live on your FFN Connect dashboard.

Frequently asked questions

Q. Which route should I choose?

A. If WooCommerce is your (main) sales channel, take Route A — it is free and we set it up with you. If you also sell on marketplaces like Amazon or eBay, Route B gives you all channels in one FFN Connect account. You can switch routes later at any time.

Q. Does FFN Connect get my WordPress password?

A. No. The connection uses a WooCommerce REST API key that you create yourself. It grants access to shop data only and can be revoked at any time — your WordPress login stays private.

Q. Do I need to install anything in my shop?

A. Only on Route A: the free StartFill Connector plugin (installed in a minute, maintained by us). Route B via FFN Connect needs no plugin at all — it uses WooCommerce's built-in REST API.

Q. Why are some products “Nicht Verknüpft” after the import?

A. They have no SKU. Add a SKU in WooCommerce (Product → Inventory), then run “Listings importieren” again.

Q. Can I connect more than WooCommerce?

A. Yes — Amazon, eBay, OTTO, Kaufland, TikTok Shop, Shopify and more can be added as additional sales channels in the same FFN Connect 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. StartFill's fulfillment pricing is separate and starts at €0.99/order.

Q. The URL check fails when I add the channel.

A. Make sure the URL starts with https:// and is publicly reachable (no maintenance mode, no password protection). If your shop sits behind a strict firewall, use “Skip URL verification” and continue.

Q. Saving the keys fails with an authentication error.

A. Check that the key was created for an administrator user with Read/Write permissions, and that key and secret were copied completely. Some security plugins block Basic Auth — in that case ask us; the authentication method can be changed in the same form.

Need help? We connect your shop with you.

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

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