StartFill
Fulfilment by Blumental Bayern GmbH

Sending Your Amazon Orders to StartFill

Entering and importing orders in the JTL-Fulfillment Network portal — no JTL-Wawi required

StartFill ships your orders through the JTL-Fulfillment Network (FFN). This guide covers both ways to get an Amazon order to us without JTL-Wawi: entering it by hand in the FFN portal, one order at a time (Section 4A), or importing many orders at once as a CSV file (Section 4B). You don't have to pick one route forever — many merchants enter one-off orders by hand and switch to CSV import once a batch comes in.

Field	Value
Applies to	FFN merchants sending Amazon orders to StartFill, without JTL-Wawi
Target system	JTL-Fulfillment Network portal (fulfillment.jtl-software.com)
Version	5.3
Owner	StartFill · IT / Fulfilment operations
Review	On any change to the FFN portal's order form or CSV import template
Classification	Customer-facing

1. Get your merchant account and connect to StartFill

- You need a JTL customer account. [Register as a merchant in the JTL-Fulfillment Network] — no JTL-Wawi and no paid JTL edition are required for this route.
- Open the invitation link StartFill sends you — this is how you connect. StartFill is not yet listed publicly in the network, so searching under Find warehouse will not return us; the invitation link is the way in.
- Once StartFill confirms, go to My network → My requests, click Details on the confirmed request, then click Initiate cooperation. The cooperation is then active.
- StartFill assigns you a warehouse. Check it under My network → My warehouses — you will select this warehouse on every order.
- Keep your company details — address, VAT ID and legal form — correct in your JTL customer account: kundencenter.jtl-software.de → Mein Konto → Firmenprofil. They cannot be edited in the FFN portal. StartFill uses them for your customer record, and a change does not always reach us automatically, so tell StartFill whenever you change them.
- A warehouse StartFill has just assigned may not appear straight away — neither in that list nor in the warehouse dropdown on the order and inbound forms. Give it a few minutes, then sign out of the portal and sign back in, which is what reliably brings it through. An empty list shortly after StartFill confirms the assignment is normal, not a failed assignment.
- The portal is available in English: use the EN language switcher at the top right. It doesn't always stay switched between sessions — if the portal reverts to German, just switch it again. All field names in this guide are the English ones.

2. Make sure your products and stock are in place — check this before every order

> **Check this first, every time.**
>
> A missing item or missing stock is the single most common reason an order can't be sent — check it before you open the order form, not after.

- Each product you sell must exist as an item in the FFN portal before it can be added to an order.
- Your stock must physically be at StartFill's warehouse and booked in. StartFill can only dispatch items that are in stock.
- How to check: go to My operations → Items and search for the SKU. If it's not listed, or its Available figure is less than what you need to ship, stop — do not proceed to Section 3 or 4. Contact StartFill to get the item onboarded and stock booked in first.

3. Read the order in Amazon Seller Central

For each order you want StartFill to ship, open it in Amazon Seller Central → Orders, and note:

- The Amazon order ID
- The Order Item ID — shown directly on the order detail page, under each product line. You need this for every line item, not just once per order.
- The buyer's full delivery address
- The item(s) and quantity ordered
- The unit price, before VAT — Amazon's order detail page shows this directly as "Unit price (VAT exclusive)"; that's the figure you'll enter later, see Section 4A or 4B
- The currency of the order
- Whether the order is a Seller Fulfilled Prime order — see Section 6 before submitting any of these

Faster: export the orders from Amazon as a file

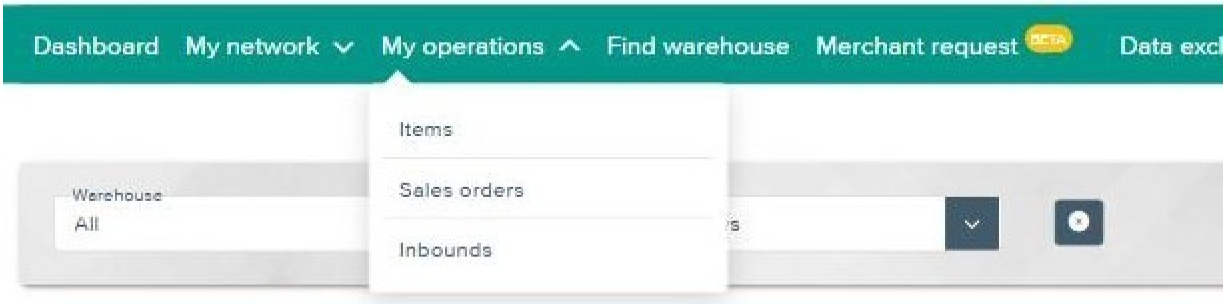
Reading the fields above off the screen is fine for a single order. For a batch — and especially if you are going to use the CSV import in Section 4B — Amazon will give you the same data as a file instead.

- In Seller Central go to Orders → Order reports. Use the FBM orders tab (it takes a date range) or FBM unshipped orders (today's unshipped orders only).
- Click Request, then scroll down to Download Report and click Refresh until the report is ready. Download it: it is a tab-delimited text file — rename it to .csv, or open it directly in Excel.
- The FBM unshipped orders report can only be requested once every four hours. The FBM orders tab has no such limit, so use that one while you are still experimenting.
- The file gives you order-id, order-item-id, sku, quantity-purchased, item-price, currency, buyer-name and the ship-address fields — the same values listed above, already in columns.
- It is Amazon's column layout, not the FFN portal's. To use it for the import in Section 4B you still have to map Amazon's columns onto the FFN column names given there, and fix the five things in Section 4C. Watch item-price in particular: it is the gross total for the whole line, not the net unit price the portal wants — see the worked examples in Section 4A.

4A. Enter one order at a time in the FFN portal

Suits low order volumes. For many orders at once, skip to Section 4B.

Log in at fulfillment.jtl-software.com and go to My operations → Sales orders.



My operations → Sales orders

Click New sales order at the top right of the list.

The Sales orders list, with the New sales order button

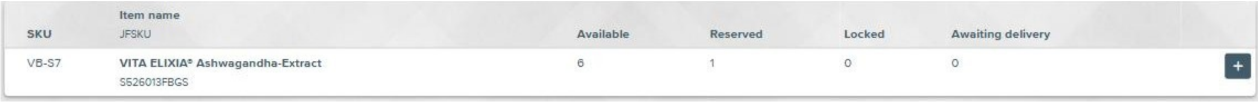
Order options

The Order options section of the Sales order Create screen

Field in the portal	What to enter
Warehouse	The StartFill warehouse assigned to you.
Currency	The currency of the Amazon order. Only EUR and USD are available.
Marketplace programme	Leave on None for standard orders. Only select Seller Fulfilled Prime once the setup in Section 6 is complete.
Sales channel	Optional. Enter “Amazon” so the order’s origin is visible in the portal.
Sales order ID	Required. Your own unique reference for this order — it must not repeat.
External sales order ID	The Amazon order ID. This is the correct field for it, not the comment box.
Requested delivery date	Leave empty for standard processing, unless a date has been agreed with StartFill.
Priority	Leave empty unless StartFill has told you otherwise.
Shipping information	Leave this on Standard — it is the only option StartFill offers here, and that is StartFill’s choice, not a limit of the FFN portal. Note that Standard selects a service level, not a carrier: StartFill picks the actual carrier when the parcel is packed (usually DPD, sometimes another), so the carrier on your tracking may not be the one you expected. If an order needs a specific carrier, agree it with StartFill in advance — it cannot be chosen here.

Line items

- Under Line items, type the SKU (or item name, GTIN, ASIN, UPC, ISBN) in the Search box and wait a moment.
- The matching item appears with its Available, Reserved, Locked and Awaiting delivery figures — check there is enough Available before you continue.
- If nothing appears, the item does not exist in the FFN portal yet. There is no error message — an empty result is the message. Go back to Section 2.



An item found by SKU, with its stock figures and the + button that adds it

- Click + to add the item. It becomes a row below, and only then do its fields appear. Fill in every one:

The line item row — all five fields have to be set by hand

Field	What to enter
Sales price (net)	The NET price of ONE unit, before VAT. Read it straight off Amazon's order detail page — "Unit price (VAT exclusive)". Defaults to 0.
Tax rate	The VAT rate that applies to THIS product, as a number — e.g. 19 for standard German VAT, 7 for the reduced rate (many food and print products). Defaults to 0. Don't assume 19% — check the product.
Comment	Optional note on this line.
External number	The Order Item ID for this line, from Amazon's order detail page — not the order ID. Each line has its own.
Quantity	The quantity to ship for this line. Defaults to 1, so it almost always needs changing.

Worked pricing examples

If you only have Amazon's item-price (the gross total for the WHOLE line, e.g. from a downloaded report) rather than the order detail page, convert it: divide by quantity for the gross unit price, then by (1 + VAT rate) for the net unit price.

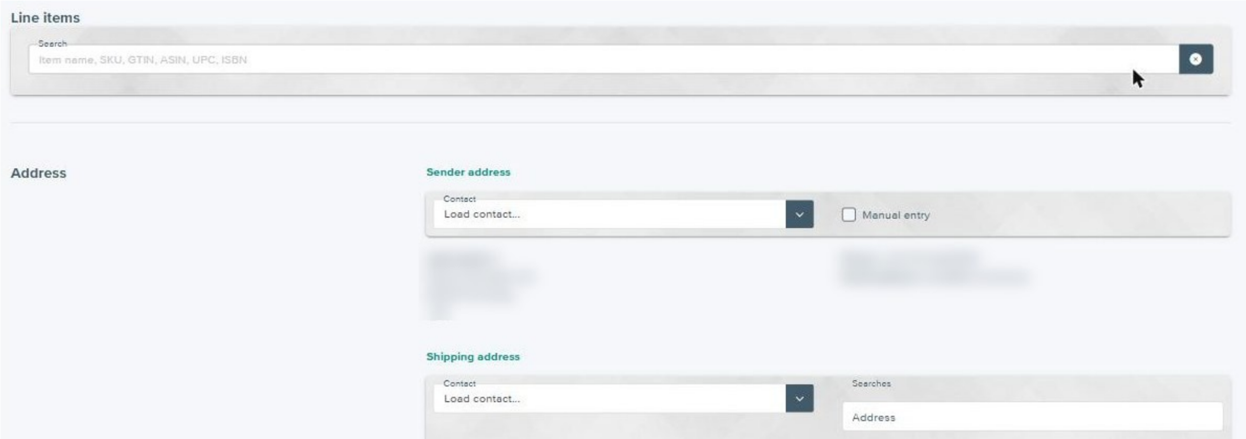
At 19% VAT: item-price €19.98, quantity 2 → €9.99 gross per unit → €9.99 ÷ 1.19 = €8.39 net per unit.

At 7% VAT (e.g. food): item-price €9.99, quantity 1 → €9.99 gross per unit → €9.99 ÷ 1.07 = €9.34 net per unit.

This price is what appears on the shipment's paperwork, and is the customs value on shipments outside the EU — it is not what StartFill bills you.

Address

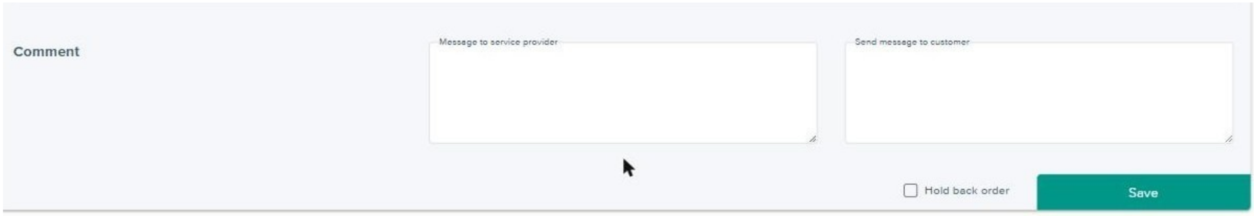
- Under Shipping address, either load a saved contact or type the buyer's address into the fields below it. Enter it exactly as it appears on the Amazon order.
- Amazon gives the recipient as one name: split it across First name and Last name.
- ship-company goes in Company. A separate c/o or apartment/suite line goes in Company addition — a different field from Company itself.
- ship-address-2 (e.g. "Hinterhaus") goes in Address 2.
- The Sender address is your own return address — tick Manual entry if you need to change it. Double-check this is correct before your first order; it prints on every parcel and delivery note.



The Address section

Comment, attachments and saving

- Message to service provider — a note for StartFill's warehouse team, shown at their packing bench. Internal references belong here.
- Send message to customer — this can be printed on the delivery note the buyer receives. Do not put internal notes or order references here.
- Leave Hold back order unticked unless you deliberately want to stop the order being processed. A held order is created with status In preparation and does not enter the normal Open → Confirmed → In progress → Shipped flow — but it still reserves the stock.
- The form also has Attributes and Documents sections (for uploading an invoice, delivery note, shipping label or other file against the order). Most merchants can skip both for a standard order.
- Click Save. The order is transmitted to StartFill and appears in your Sales orders list.



The Comment section and the Save button

4B. Import many orders at once (CSV)

If you have more than a handful of orders, entering them one at a time in Section 4A gets slow. The FFN portal also accepts a CSV file of orders in one go.

One-time setup: create an import template

- Go to Data exchange → Template overview → Create template.
- Choose type Sales order.
- Set the separator (semicolon or comma) and the character set to match your file. UTF-8 is the safe choice; Windows-1252 also works if your data has accented or special characters.
- Save the file as UTF-8 WITHOUT a byte-order mark (in Excel: “CSV UTF-8” adds one — use a plain text editor, or “CSV (MS-DOS)”, or save as UTF-8 with the BOM switched off). A byte-order mark attaches itself to the first column heading, so that column stops matching the template, and if it is a mandatory field the whole file is rejected. Nothing on screen says so: the import simply comes back Failed. This one invisible character is the difference between a clean import and a rejected one.
- Enter, against each FFN field, the exact column heading used in your CSV. Headings are matched by name, not by position, so the column order in your file does not matter.
- Save it — you’ll select this saved template every time you import, so you only build it once.
- If the template refuses to save, the portal reports only “Unknown Error” with an HTTP status and names neither the field nor the reason. Save with the mandatory fields alone first, confirm it appears under Template overview, then reopen it and add the optional mappings a few at a time.

Every time: import your orders

- Go to Data exchange → Import → Direct import.
- Select your saved Sales order template and choose your CSV file.
- Click Start import. There is no preview and no second confirmation — the file is read straight away.
- The outcome appears underneath in the Processing reports list, as Complete or Failed with a timestamp. Check it there; a dialog that simply closes is not confirmation that anything was imported. Failed means the whole file was rejected — fix it and import again.

> **Don’t want to upload by hand every time?**
>
> Data exchange → Import → Create import schedule sets up a recurring, automatic import — but only from a file server. The schedule reads your CSV from your own FTP, FTPS or SFTP server: give it a Name, pick your saved Template, and enter the protocol, host name, user name, password and the file path on that server. The portal then picks the file up on its own, with no Direct import click each time.
>
> Without such a server a schedule cannot be set up — there is no upload-by-email option. Worth setting up once your order volume is steady and you have a server; for occasional batches, Direct import above is simpler.

> **Mandatory columns — your file is rejected without these**
>
> warehouse_id · merchant_outbound_number · currency · item_quantity · shipping_address_street · shipping_address_city · shipping_address_country
>
> Not flagged mandatory, but your file is useless without them: item_merchant_sku (this is what tells the portal which product the line is for), shipping_address_first_name, shipping_address_last_name and shipping_address_zip. A parcel with no product, no name or no postcode becomes StartFill’s problem to solve by phone, not yours.

How the columns map to the fields you already know from Section 4A

> **warehouse_id takes the warehouse code, not its name**
>
> Look the code up under My network → My warehouses — it is shown under the warehouse name and looks like ZN4D04DE-90443-0003.
>
> The display name “StartFill WMS” is not accepted. A file that carries the name in this column is rejected outright:

> the import ends as Failed and not one order is created.

The item_merchant_sku column has to match the SKU on the item in the FFN portal exactly — same case, same punctuation. The importer does not fall back to the item name or the GTIN, and a line whose SKU it cannot resolve fails.

Portal field (Section 4A)	CSV column
Warehouse	warehouse_id — the warehouse code, see the note above
Sales order ID	merchant_outbound_number
External sales order ID (Amazon order ID)	external_number
The item you searched for under Line items	item_merchant_sku — your own SKU. (item_jfsku, JTL's internal number, works as an alternative.)
Quantity	item_quantity
Sales price (net)	item_price
Tax rate	item_vat
External number (Amazon Order Item ID)	item_external_number
First name / Last name (Address section)	shipping_address_first_name / shipping_address_last_name
Company / Address 2	shipping_address_company / shipping_address_extra_address_line
Street, postcode, city, country	shipping_address_street · shipping_address_zip · shipping_address_city · shipping_address_country
Message to service provider	internal_note
Send message to customer	external_note
Hold back order	status (set to Preparation instead of Pending)
Marketplace programme	premium_type

Give each FFN field its own CSV column, and keep merchant_outbound_number and external_number distinct — the first is your own unique reference for the order, the second is the Amazon order ID.

Fields that are the same on every row — warehouse_id, currency, status, shipping_type, item_item_type — can be set once as a default value in the template instead of repeated in the file. Either way works.

The line item type column

One column, item_item_type, tells the portal what each row is:

- Product — a normal item line (the usual case)
- Shipping — the buyer-paid shipping charge, as its own line, at whatever amount the buyer actually paid
- Other / BillOfMaterials — for less common cases; ask StartFill if you think you need these

> **Two template options that arrive TICKED — untick both**
> Both of these are on by default the moment you choose type Sales order, which is easy to miss because nothing

draws attention to them.

“Allow negative stock” — untick it. Left on, an import succeeds even when there is not enough stock to cover it, creating an order StartFill cannot actually fulfil and a parcel that never ships. Only leave it ticked if StartFill has specifically asked you to, for a defined reason.

“Add bill of material components automatically if sales order contains a BOM” — untick it too, unless StartFill has told you your items are bundles.

Sending us orders every day? You can automate this away entirely

Everything in this guide is the manual route — you key an order in, or you upload a file. Once Amazon orders are arriving steadily, JTL’s FFN Connect removes that step: it links your Amazon account straight to the Fulfillment Network, so orders reach StartFill on their own, your stock stays in sync, and tracking comes back automatically. It covers Shopify, Shopware and WooCommerce as well as Amazon, eBay, OTTO Market and Kaufland, and ERP systems such as Xentral, weclapp and Billbee — so it also suits you if Amazon is only part of what you sell.

It does not need JTL-Wawi, and setting it up is short — install the app for your platform, connect it, sync your products, run a test order. JTL charge for it per order, with a small monthly base fee and a minimum monthly order volume; their current terms are at jtl-software.com/de/ffn-connect. Talk to StartFill before you sign up so we can make sure your account is set to receive your orders that way — info@startfill.com / +49 911 47711390.

4C. If your CSV comes straight out of an Amazon report

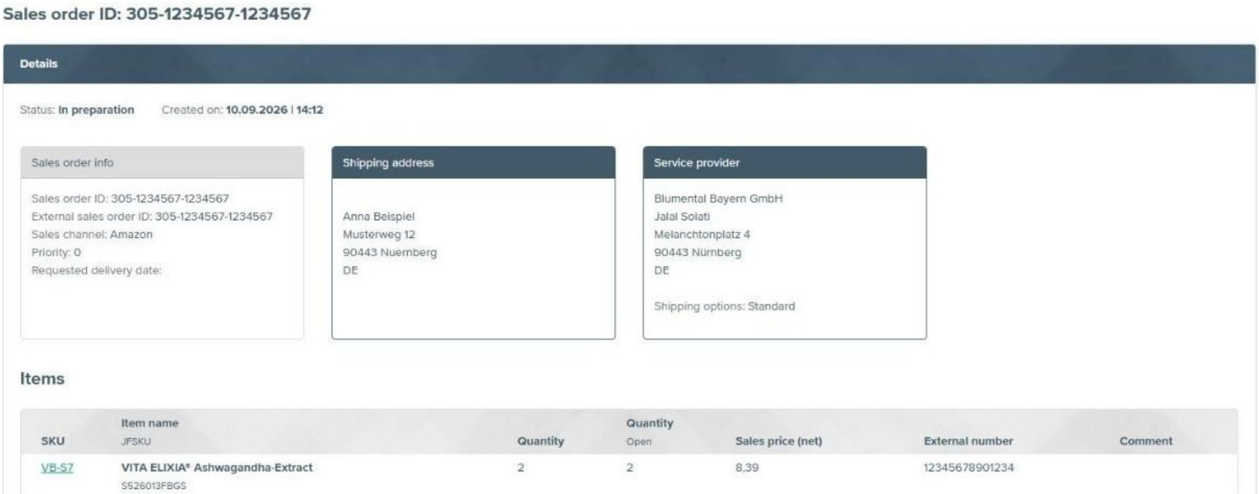
An Amazon order report is not an FFN import file. Five things routinely have to be fixed on the way, and each of them produces a parcel that goes to the wrong place rather than an error you can see.

- Send only the orders that are ours. If your report covers more than one fulfilment route — some orders shipped by Amazon, some by StartFill — filter it to the rows StartFill ships before you export. Every other row becomes a real order in our warehouse. Match the routing value case-insensitively: the same value often appears with different capitalisation in one file.
- Give every column a header. A file whose first columns have empty header cells cannot be mapped, and depending on the separator may not parse at all.
- Watch how you save it out of Excel. “CSV UTF-8” writes a byte-order mark that breaks the first column — see Section 4B. Excel is also what strips the leading zero from the postcode below.
- Export the postcode as text, not as a number. Excel drops the leading zero, so 04317 Leipzig arrives as 4317 and the label is wrong. This is the most common fault in an Amazon export and it stays invisible until the parcel comes back.
- Split the recipient into two columns. Amazon gives one name; the portal wants shipping_address_first_name and shipping_address_last_name. Splitting on the last space is a guess that fails on compound given names, so export the two fields separately if your report offers them.
- Put the street in the street column. Amazon’s address lines are not positional: line 1 is sometimes the street, sometimes a shop or company name with the street in line 2, and occasionally a federal state. Map company names to shipping_address_company and the street, with its house number, to shipping_address_street.

Two fields an Amazon report does not contain but that are worth adding if you can: an email address, which carriers use for delivery notifications, and a shipping method if you ever need anything other than Standard.

5. After you save

- The order appears in My operations → Sales orders with its status. You can still change it while it is Open or Confirmed — once picking starts, you cannot.
- StartFill picks, packs and ships the order from the warehouse.
- Open Details and check the order before it is picked: the shipping address, the quantity, the net price and the external number are all shown there.



A saved sales order — check it here before it is picked

- The stock is reserved as soon as the order is saved. If you cancel the order (Aktionen → Cancel) the reservation is released.

Status history and tracking

- An order moves through Open → Confirmed → In progress → Shipped. The Details page shows every step with its timestamp under Status history.
- Once shipped, the Shipping status section at the bottom of the same page shows the shipping date, the Tracking ID and the Tracking URL. StartFill's system sends these across automatically, normally within a few minutes of the parcel being packed. If an order has been dispatched but this section is still empty well after that, tell StartFill — the tracking has not come across and it will not appear on its own.

Status history and, below it, the tracking data returned by StartFill

- To collect tracking for many orders at once: first create an export template the same way you created an import one — Data exchange → Template overview → Create template, type Shipping report — then use Data exchange → Export with that template. The shipping report contains the tracking ID, tracking URL and shipping date, ready for use in external systems such as marketplaces.

6. Amazon Seller Fulfilled Prime — separate setup required

Seller Fulfilled Prime is not simply an option on the order form. Selecting it without the setup below will not produce a valid Prime shipment.

The Marketplace programme options

It requires all of the following:

- You already participate in Amazon's Seller Fulfilled Prime programme.
- StartFill offers Seller Fulfilled Prime as a service for your account — confirm this first.
- In the portal, under Settings → Seller Fulfilled Prime, you add Amazon access data: select your Amazon marketplace, enter your Amazon seller ID, and authorise the connection in Amazon Seller Central so shipping labels can be generated.
- The setup is repeated for each Amazon marketplace you sell on.

Settings, with Seller Fulfilled Prime at the bottom

What the setup actually asks for

- Settings → Seller Fulfilled Prime opens Amazon access data. Click New access data.
- Choose your marketplace under Platform (19 are offered, from Amazon DE through to Amazon COM, JP and AE) and enter your Amazon seller ID in the field labelled Merchant ID.

The Amazon access data form: Platform and Merchant ID

- Click Save. You are redirected to Amazon Seller Central: log in, tick the checkbox at the bottom of the authorisation page and click Confirm.
- The authorisation is granted to JTL-eazyAuction, which JTL also uses for listings and pricing, so the access it requests is broader than label generation alone.

> **Before your first Prime order**
> Contact StartFill. Do not select Seller Fulfilled Prime on an order until the setup above has been completed and tested.

7. Confirming dispatch on Amazon

The FFN portal does not notify Amazon — this is a genuine gap, not a setting you're missing. Once an order shows Shipped and carries a tracking number (Section 5), someone still has to go into Amazon Seller Central and manually confirm dispatch with that carrier and tracking number.

> **Agree this before your first order, not after**
> Decide with StartFill, in writing, who confirms dispatch on Amazon for your account — you, or StartFill — so it

doesn't fall between the two of you.

8. Before your first real order — checklist

❑ The item(s) you're selling exist in My operations → Items with enough Available stock

❑ Your sender address in the FFN portal is correct (Settings)

❑ Your company address and VAT ID in your JTL customer account (Firmenprofil) are correct

❑ You know the VAT rate for each product you sell — don't assume 19%

❑ You and StartFill have agreed, in writing, who confirms dispatch on Amazon

❑ If using CSV import: your template is created and one test import — a real but low-value order — has gone through cleanly

❑ If using CSV import: your file includes item_merchant_sku, and warehouse_id holds the warehouse code, not its name

❑ If your CSV comes from an Amazon report: the five fixes in Section 4C are applied in the export itself, not by hand each time

❑ If using Seller Fulfilled Prime: the setup in Section 6 is complete and tested — do not select it on a live order before then

9. Adding products and sending new stock

Creating items

- Create each product under My operations → Items → New item, or many at once by CSV (Data exchange → Template overview → Create template, type Item; then Data exchange → Import → Direct import).
- Decide Batch and Shelf life expiration date (SLED, best-before) before you save. Both are fixed when the item is created and cannot be switched later — changing them means removing the item, which is only possible with zero stock and no open orders or inbounds. Tick Batch if lot numbers are printed on the product, and SLED if a best-before date is printed.
- Every item needs at least one identifier: GTIN/EAN, UPC, ISBN, ASIN, Amazon FNSKU or MPN. Without one the import reports "The Identifier field is required" and the item is not created.
- No barcode on the product? Use the MPN — and fill in both parts, the manufacturer and the part number. A part number on its own is rejected with the same error. You can add a real GTIN to the item later; the GTIN stays editable.
- Enter the barcode of the single unit you sell, not the carton's. A 14-digit ITF-14 code is a carton code: it scans at goods receipt but fails when StartFill picks one unit.
- After creating items, authorise them to StartFill: My network → My requests → Authorise item(s). Keep Authorise new items automatically switched on so later items reach us without this step.

Announcing a delivery (inbound)

- Announce every delivery before the goods leave you: My operations → Inbounds → New inbound, or by CSV with a template of type Inbound. The CSV needs warehouse_id (the warehouse code), merchant_inbound_number (your delivery reference), item_merchant_sku and item_quantity; item_note and note are useful for lot details and paperwork references.
- One line per item. Batches and best-before dates are not part of the inbound — StartFill records them from the goods at receipt.
- Quantities are in single units, not cartons.

An imported inbound goes live immediately

An inbound created by CSV import is sent to StartFill straight away with status Open — there is no draft to review

> first, even if the template's default status is set to Preparation. Check the file before you click Start import.
>
> Once StartFill has booked the goods in, the inbound shows Delivered and the quantities appear as Available on your items.

10. Checking your stock

- My operations → Items shows, per item, In stock / Available, Reserved, Locked and Awaiting delivery. Details on an item lists every stock change, including the batch and best-before date booked at goods receipt.
- Items without a best-before date show "Invalid date" in that list. That is how the portal displays an empty date — your stock is correct.

Stock report with batches and best-before dates

- One-time setup: Data exchange → Template overview → Create template, type Warehouse report (detailed). Map the fields sku, jfsku, warehouse_id, stock_level, stock_level_announced, stock_level_blocked, stock_level_reserved, batch, best_before_day, best_before_month and best_before_year.
- Each time: Data exchange → Export → Warehouse reports → select Detailed warehouse report with comprehensive data on SLEDs and batches → choose your template → Request warehouse report.
- The file appears under Downloads, normally within a minute; when its status reads Complete, click Download.

> **Automatic reports need a file server too**
>
> Data exchange → Export → Create export schedule delivers the report automatically, but only to your own FTP, FTPS or SFTP server (protocol, host name, user name, password, file path). There is no e-mail delivery. Without a server, request the report by hand as above whenever you need it.

Questions at any point, or anything above that doesn't match what you see on screen — contact StartFill at info@startfill.com / +49 911 47711390. We're happy to walk through your first orders with you.

Reference: JTL-Fulfillment Network guide for online sellers without JTL-Wawi (English)