



Logistics scale-up byrd launches Seller Fulfilled Prime as the independent fulfillment alternative for Amazon sellers

- **The logistics scale-up raised more than €50 million in its Series C funding round just last year and is now launching an alternative logistics solution for Amazon Prime sellers.**
- **The Seller Fulfilled Prime (SFP) program allows merchants to sell their products on the Amazon marketplace with the "Prime badge" while outsourcing their fulfillment to independent logistics companies, thus having significantly more influence on the customer experience and not being subject to Amazon's restrictions.**
- **Orders with the Prime Badge are subject to high quality requirements, also with regard to logistics. Therefore, merchants must first go through a test phase with Amazon in order to qualify.**

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The Amazon Prime subscription is popular worldwide, among other things, because it allows online shoppers to get products delivered for free and within 1-2 days. By 2021, there were already over 200 million Prime members worldwide, [according](#) to Jezz Bezos. The e-commerce giant Amazon launched the Prime subscription in 2005 and has since enjoyed high popularity in Europe as well.

For merchants selling through Amazon's online marketplace, listing products with the so-called "Prime badge" is attractive for several reasons. Products with the Prime badge benefit from higher visibility, which is further enhanced by targeted Prime filter options on the marketplace. Prime delivery also increases the chances of getting into the popular "BuyBox" and thus generating more sales, as delivery speed is a significant [ranking factor](#). According to [Amazon](#), Prime customers are also among the most loyal online shoppers, so Amazon sellers hope for high repurchase rates that contribute to higher customer lifetime value. That's why many

retailers decide to offer their products with Prime option to increase their sales through Amazon. In fact, some companies [say](#) that they have even doubled their sales.

The majority of Prime-certified merchants in Europe rely on Fulfillment by Amazon (FBA) and thus make themselves even more dependent in addition to the Amazon marketplace. If you, as an Amazon Seller, do not want to handle the logistics through Amazon (FBA), but want to take this into your own hands or handle it through a selected fulfillment service provider, then you are faced with major challenges. To qualify for the "Prime Badge", you first have to go through a test phase and meet high logistics standards. For example, over 99% of orders received by 13:00 via the Amazon marketplace must be shipped on the same day, using selected shipping service providers. These high standards are strictly monitored and non-compliance can result in the loss of the Prime badge.

byrd launched its Seller Fulfilled Prime program in Germany in early 2023, working with the first direct-to-consumer test customers to earn the Prime badge and ship Prime orders. Now the service is being rolled out in stages. Petra Dobrocka, Chief Commercial Officer and Co-Founder, explains, "For now, we are starting with two warehouse locations in Germany, as that is where we are seeing the highest demand. If this proves successful, we would like to offer the service in other markets in the future." Interested retailers can pre-register and sign up for the program at <https://getbyrd.com/en/seller-fulfilled-prime/>.

About byrd:

byrd (getbyrd.com) is the leading independent e-commerce fulfillment platform in Europe. byrd uses its software, which integrates various e-commerce systems with its own warehouse management system, to connect more than 350 online retailers and D2C brands with fulfillment centers and shipping service providers across Europe. byrd's cloud-based logistics solution enables e-commerce businesses to optimize their operations and unlock their growth potential on a global scale. By bringing online retailers closer to their customers, byrd helps them reduce delivery costs and shipping times, turning shipping into a competitive advantage.

Founded in 2016 by Alexander Leichter, Sebastian Mach and Petra Dobrocka at the i²c incubator at TU Wien, byrd currently has more than 25 warehouses providing fulfillment from seven European countries. byrd is headquartered in Vienna and has additional offices in Berlin, London, Paris, Barcelona and Milan.