Generic Shipping Service

04/30/2025 3:10 pm CDT

Overview

While using Shipbridge, you can mark orders as shipped without generating a tracking number and sending a label request to an integrated carrier by selecting the **Generic Shipping Service**. These are some of the use cases:

- When shipping with a carrier that is not integrated with Shipbridge (e.g. Pitney Bowes), you can use this feature to process the orders internally and mark them as shipped.
- When some channels, like Direct Fulfillment, require you to print specific shipping labels, Sellercloud can automatically save them in the Order Documents, or you can upload the files manually. With this feature, you can use Shipbridge to print them out.
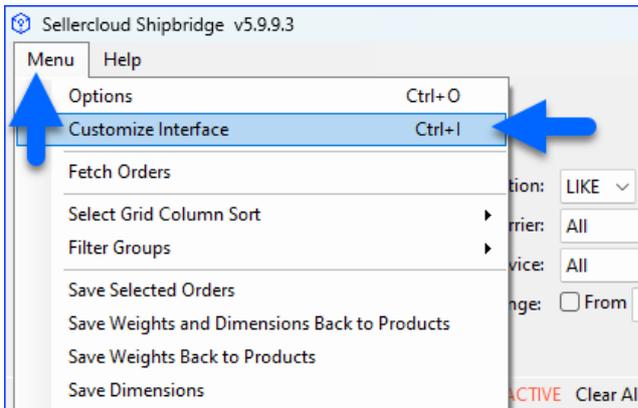

Prerequisites

Complete the following steps to enable the **Generic Shipping** feature in Shipbridge.
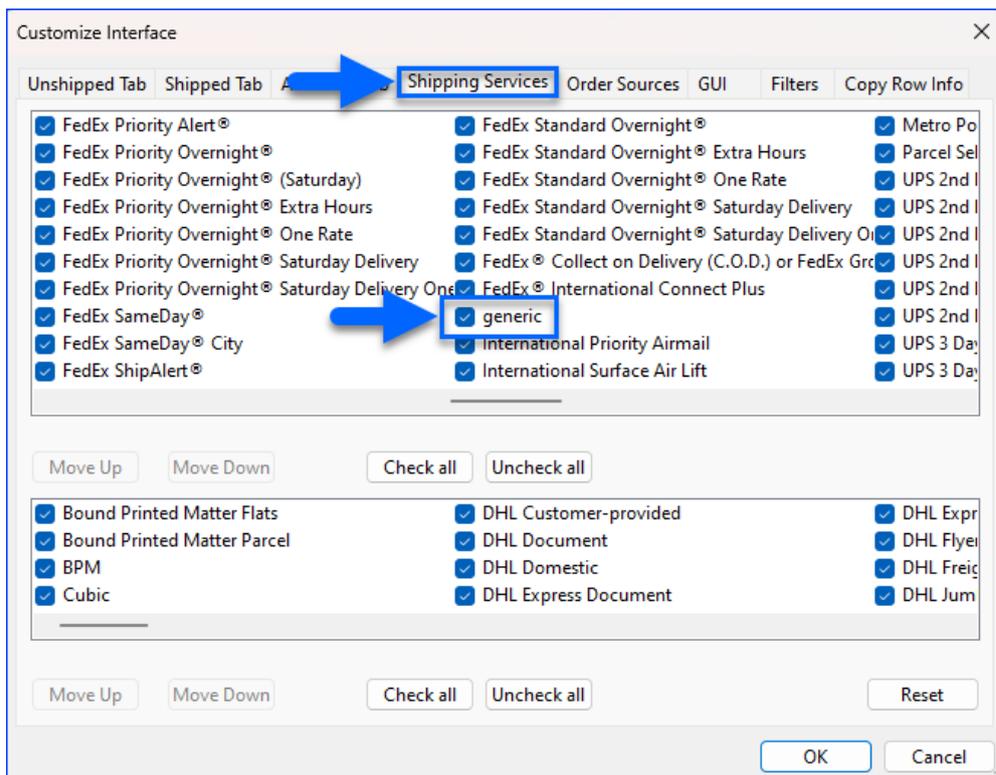
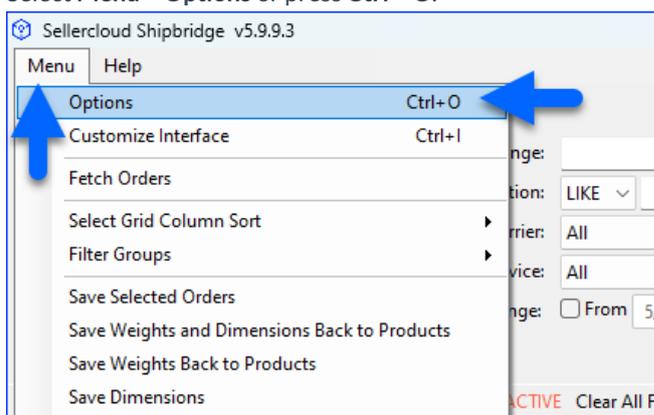### Enable Generic Shipping

To enable generic shipping:

1. Go to **Menu > Customize Interface** or press **Ctrl + I**.

2. Select **Shipping Services**.

3. Make sure **Generic** is checked and click **OK**.

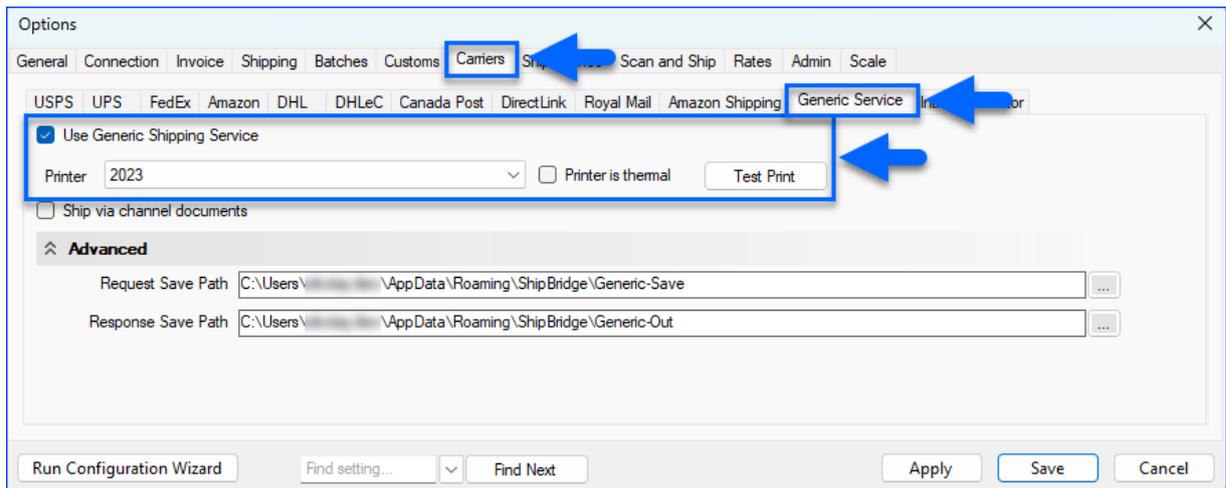4. Select **Menu > Options** or press **Ctrl + O**.

5. Select **Carriers > Generic Service**.

6. Check **Use Generic Shipping Service**.

7. Select the **Printer** for printing shipping labels, and check **Printer** is thermal if applicable.

8. Optionally, click **Advanced** to change the **Request Save Path** and **Response Save Path**.

9. Click **Test Print** to ensure the setup works correctly. If the test is successful, you will print a generic shipping label with your company name and address, the recipient's shipping address, and general details such as the **Package Number**, **Ship Date**, **Order ID**, and **SKUs**.

10. Click **Save**.

If you've chosen this workflow and are **not** required to print **channel-specific labels**, proceed to the next steps to Use Generic Shipping.

Enable Channel Documents Printing

Some channels, such as Direct Fulfillment, require you to print specific shipping labels. Sellercloud can automatically save the label files in the Order Documents, or you can upload them manually. Then, you can use Shipbridge to print them.
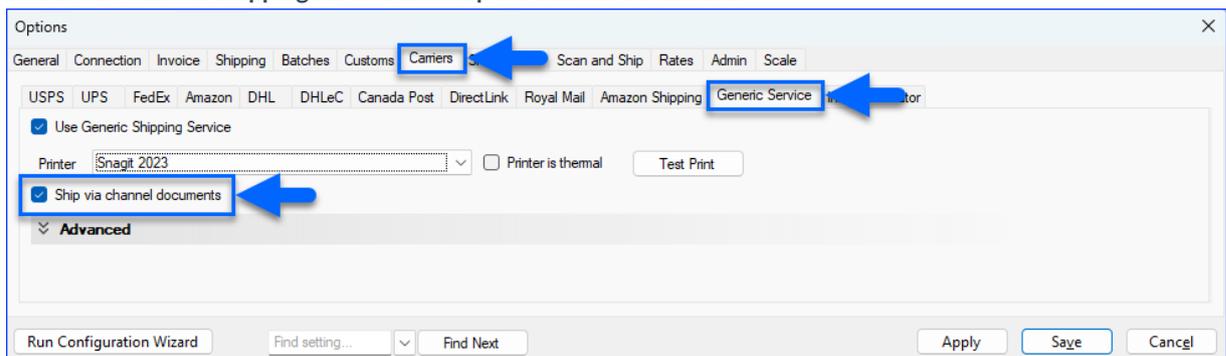
To enable printing **Shipping Label**-type order documents:

1. Select **Menu > Options** or press **Ctrl + O**.
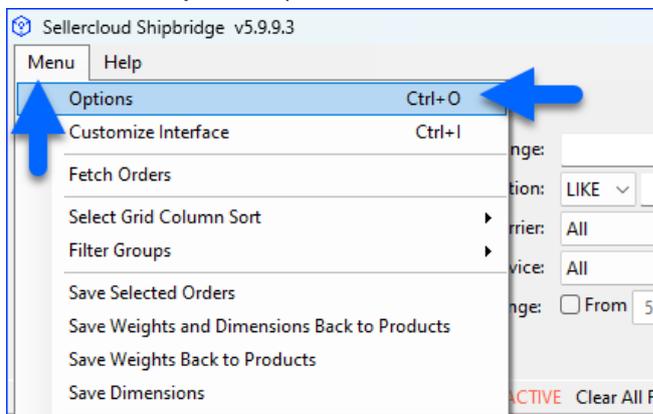
2. Select **Carriers > Generic Service**.

3. Check **Use Generic Shipping Service** and **Ship via channel documents**.

4. Select the **Shipping** tab.

5. Check **Print channel specific documents** and **Print documents for all orders.**

6. Select a **Laser printer for order documents** and **Thermal printer for order documents**.
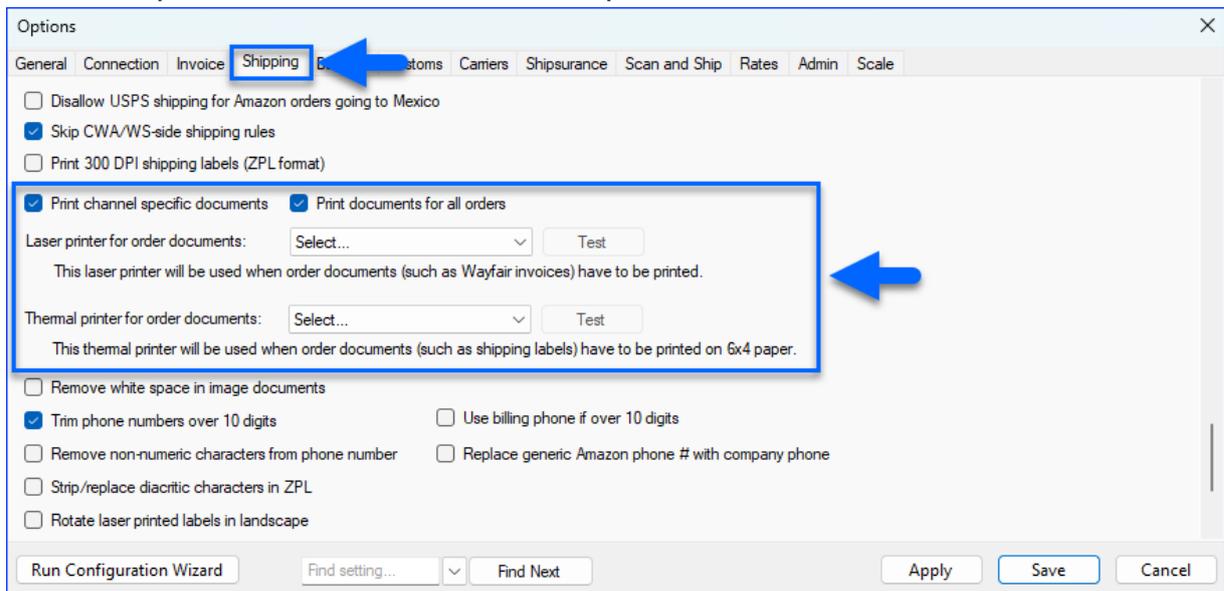
7. Click **Test Print** to ensure the setup works correctly. If the test is successful, you will print a page titled **Printer Test page**.

8. If you have integrated Direct Fulfillment, select the **Scan and Ship** tab and enable **Ship Dropship Central with order docs**.

   a. Optionally, you can also enable **Don't allow shipping of Dropship Central without order docs** to prevent shipping orders for which Amazon has not yet sent the necessary documents.
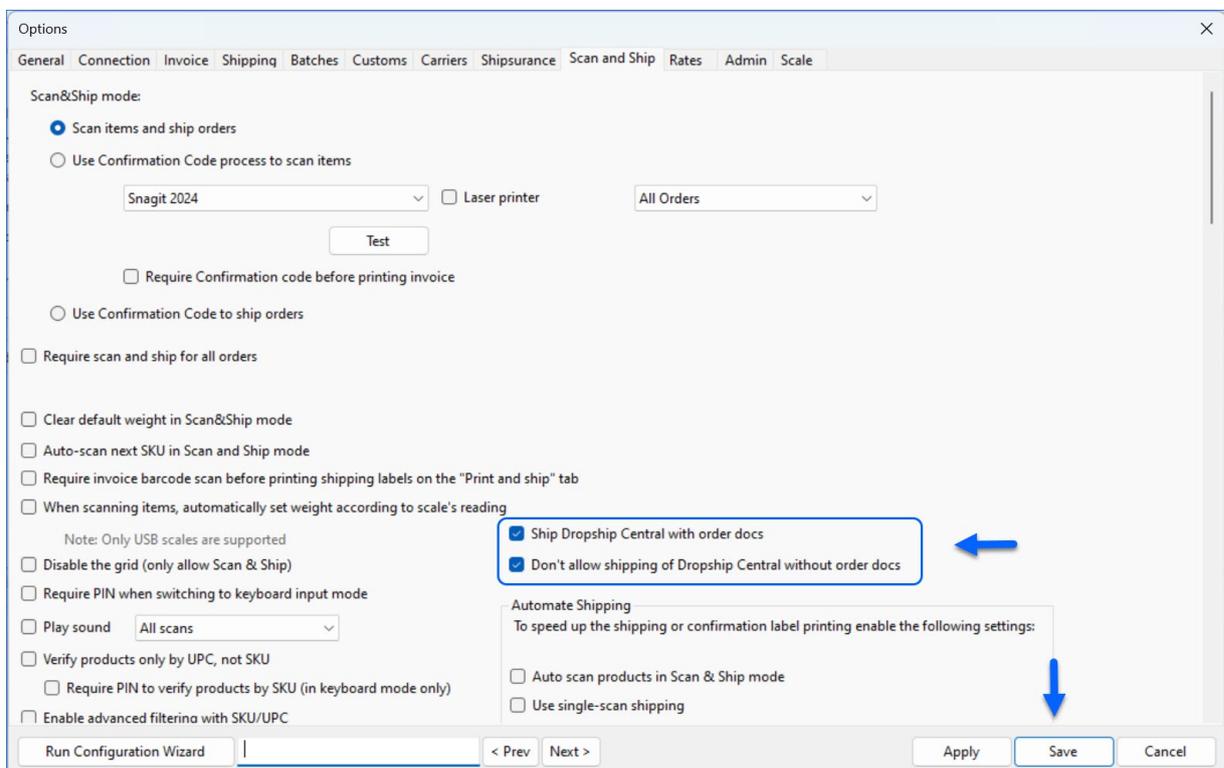
9. Click **Save.**

If you've chosen this workflow and are required to print **channel-specific labels**, proceed to the next steps to Print Channel Labels.

Use Generic Shipping

Any orders you ship with the Generic Service will have their **Shipping Status** changed to **Fully Shipped** without generating a tracking number and sending a label request to an integrated carrier. You will print generic shipping labels with your company name and address, the recipient's shipping address, and other order details such as the **Package Number**, **Ship Date**, **Order ID**, and **SKUs**.

You can use the generic shipping service in Shipbridge and Sellercloud.

Apply Generic Shipping in Shipbridge

To select the generic shipping service in Shipbridge:

- Set the **Carrier** column of an order in the grid to **Generic**.

- Right-click an order and select **Edit Order**, then select the **Order Details** tab and set the **Shipping Service** to **Generic**.
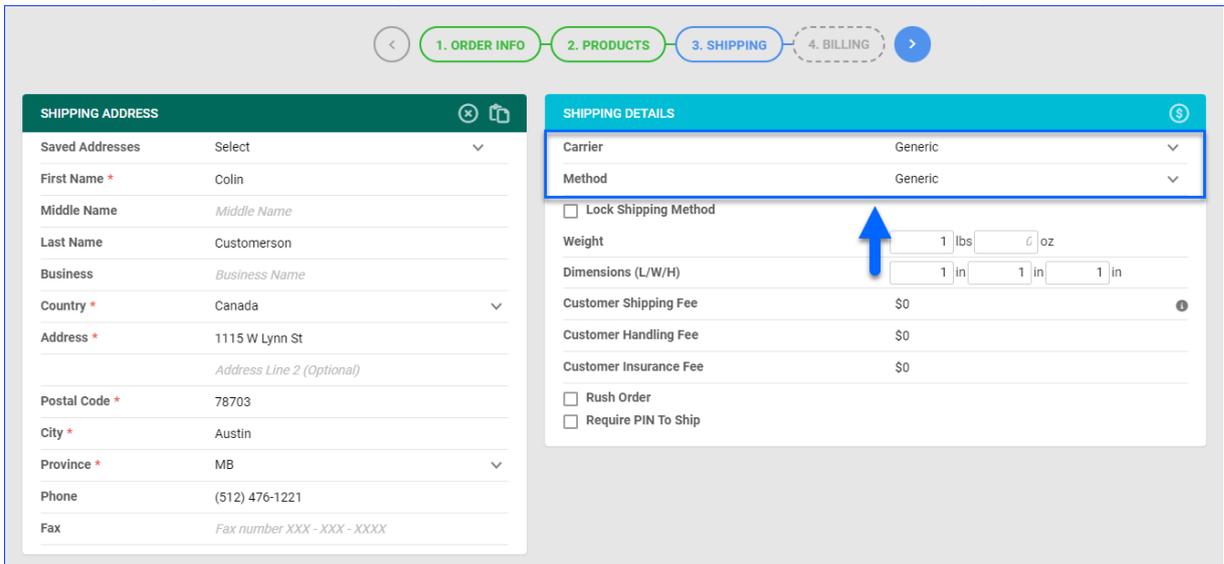

- While using Scan and Ship, select the **Print & Ship** tab and set the **Shipping Service** to **Generic**.
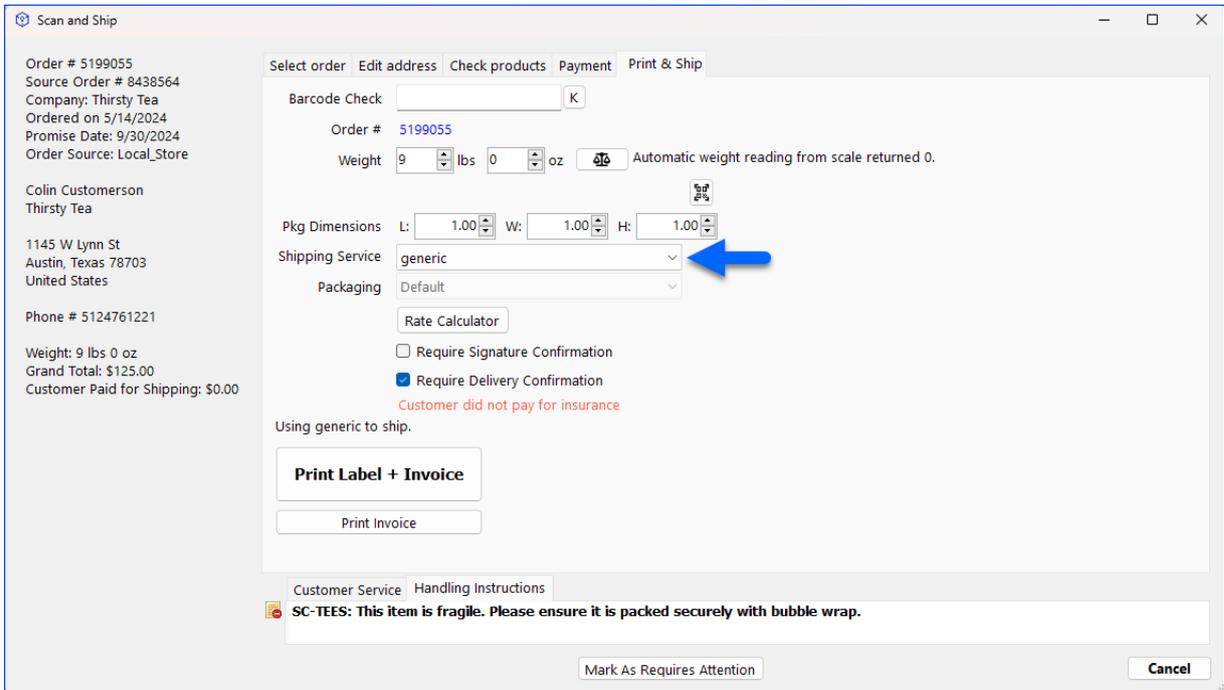
Apply Generic Shipping in Sellercloud

To select the generic shipping service in Sellercloud:

- While creating a new order, by setting the **Carrier** and **Method** to **Generic** under the **Shipping** tab.

- Per order from the Order Details Page **> Toolbox > Shipping** tab.

- Per product from the Product Details Page **> Toolbox > Shipping Preferences** tab, by setting the **Shipping Carrier** and **Shipping Service** settings to **Generic**.

- Per channel with Shipping Method Mapping by setting the **Shipping Method** to **Generic**.

- Automatically with the Order Rule Engine by setting the **Action Type** to **Update Shipping Carrier and Service** and setting the **Carrier** and **Service** to **Generic**.

- If you need to customize this functionality, you can also open a ticket with Sellercloud Support to have a Custom Plugin made for you based on your specific business needs. Such customizations are billable.

See Product Shipping Preferences to understand how these settings are prioritized.

View Generic Shipping Orders in Sellercloud

You can see such orders by filtering the Manage Orders page by **Shipping Carrier** – **Generic**.

Print Channel Shipping Labels

After you have Enabled Channel Documents Printing, to print channel shipping labels for your orders:

- Use the **Scan and Ship** action.
- Use the **Ship and Print Labels** or **Print & Ship Using Channel-Specific Documents** actions.
- Use the **Print Shipping Label Only** or **Print Channel-Specific Documents** actions to print labels without marking orders as shipped.
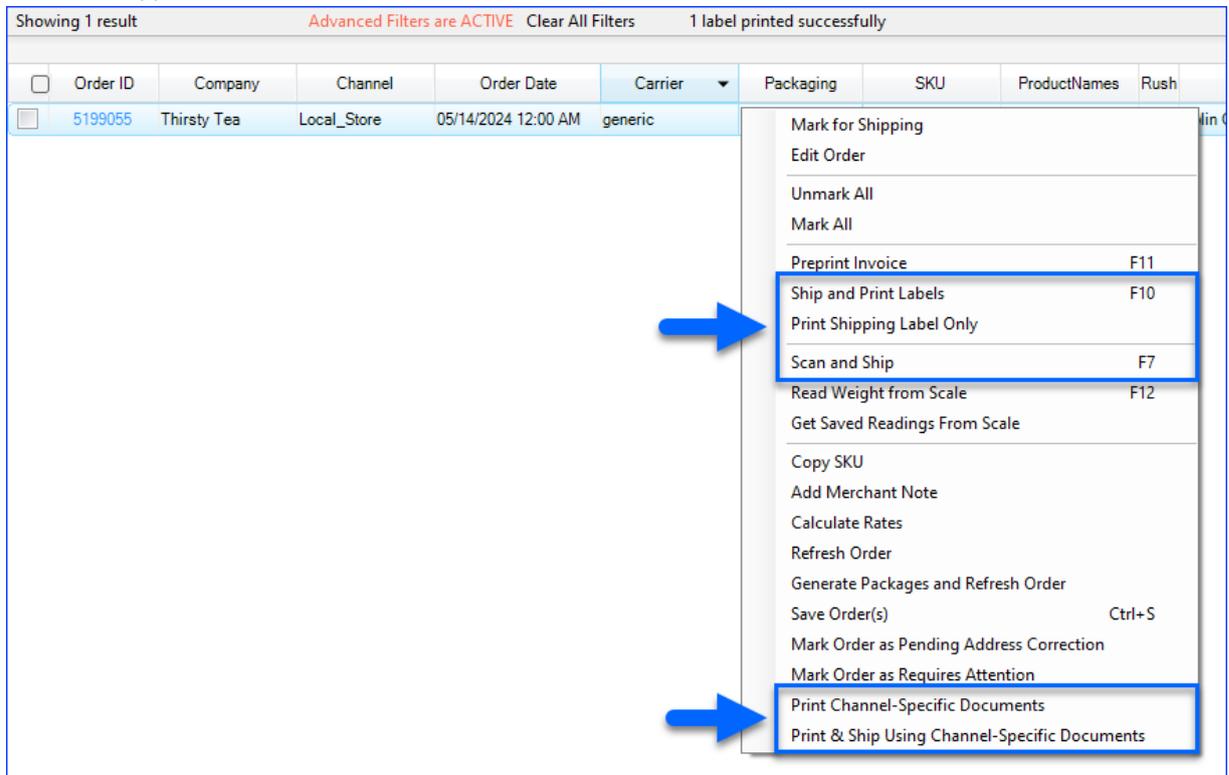
The orders must have shipping labels uploaded to the **Documents** tab.

To upload shipping label documents manually:

1. Go to the Order Details Page.

2. Click **Toolbox** and select **Documents**.

3. Click the **Upload new document** icon.
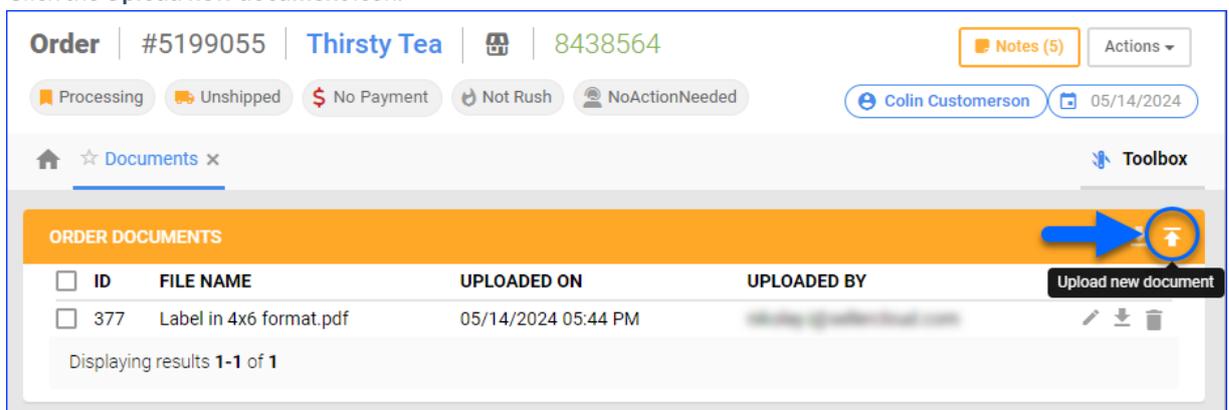
4. Select the file on your device and click **Update**.