ToolGPA

NOVEMBER 2026

Wuunder

The Insider's Guide

Checkout and multi-carrier shipping platform for online stores



Every plan, grade, refund rule and rival among shipping software, read from Wuunder's own pages.

Made by Wuunder · checked Nov 13, 2026 · toolgpa.com

1.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Wuunder's own pages, its app-store listings and our grades. Every fact in it is on Wuunder's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.8

GPA, above 12 of the 80 other shipping software we grade

Wuunder is a Dutch checkout and shipping platform for e-commerce. It covers delivery options at checkout, multi-carrier label printing, track and trace messages and returns. It was built up with the 2024 acquisition of Paazl, whose checkout is now Wuunder Checkout.

To get you started, here are **8 things to know about Wuunder**, taken from its own pages and our grades.

> "
>
> **You connect your shop and carrier contracts, then set up shipping rules.**
>
> From our grade for ease of use

1 **Best for multi-carrier labels for European webshops**

Wuunder is a shipping platform for online stores: labels across carriers, delivery options at checkout, rules and returns.

2 **Paid plans start at about $39.10 a month**

As its pricing page puts it: €35 per month, plus €0.10 per label.

3 **It runs on Web**

Web.

4 **Multi-carrier labels**

Books and prints labels across carriers from one system, from letterbox parcels to pallets, using Wuunder's rate database or your own carrier contracts.

5 **Delivery options at checkout**

Wuunder Checkout, formerly Paazl Checkout, shows delivery choices and parcel shops. Higher plans add nominated day delivery and expected delivery dates.

6 **Shipping rules and optimization**

Automated shipping rules and rate and transit-time optimization pick a carrier per order. The Scale plan adds PuzzlPack packaging optimization.

7 **A 1.8 GPA, above 12 of 80**

That is against the other shipping software we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

To replace Wuunder you would be making discounted carrier rates and labels, which take an agreement with each carrier. That is not a weekend's work, with an AI app builder or without one.

Wuunder at a glance

PRICING Paid, from €35 per month, plus €0.10 per label	FREE PLAN No
FREE TRIAL None stated	RUNS ON Web
MADE BY Wuunder, since 2016	CATEGORY Shipping Software
OUR GRADE 1.8 GPA, weak	

The report card

Best for multi-carrier labels for European webshops

Wuunder is a shipping platform for online stores: labels across carriers, delivery options at checkout, rules and returns. Essential is €35 a month plus €0.10 a label, with a cap of 7,500 labels a year. The parcel shop locator

and branded checkout only come with Scale at €745, and the site opens in Dutch.

TOOLGPA REPORT CARD	Wuunder	Graded Nov 13, 2026
SUBJECT	GRADE	COMMENT
Value for money	C	Essential is €35 a month plus €0.10 per label, roughly $38 against a $19.99 middle for shipping tools. Parcel shop locator and branded checkout sit on Scale at €745.
Free plan and trial	F	No free plan and no trial are listed on the pricing page.
Features	C	Labels across carriers, checkout delivery options, shipping rules, track and trace and returns. But Essential allows 2 carriers and 5 rules, and the checkout extras start higher up.
Ease of use	C	No store rating on record. You connect your shop and carrier contracts, then set up shipping rules.
Platforms and integrations	B	Web dashboard with WooCommerce, Magento and Shopify Plus connections and carriers such as DHL, PostNL, Colissimo and Royal Mail. No desktop or phone app.
Grade point average		Weak, out of 4.0 **1.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Wuunder is for

- ✓ Fits if you run a webshop in the Netherlands or nearby and want several carriers in one place
- ✓ Works for stores that want delivery options at checkout and have volume to match the label caps

Who it is not for

- ✗ Pricey if you ship little: €35 a month plus €0.10 a label before the carrier's own price
- ✗ Tight if you ship more than 7,500 labels a year on Essential
- ✗ Not for you if you want a free plan or trial: none is listed
- ✗ Watch out: the parcel shop locator and branded checkout start on Scale at €745
- ✗ Watch out: the pages default to Dutch, and a yearly contract is the route to the 20% discount

Good to know

Good for

- ✓ Dutch, Belgian and German online stores shipping with several carriers
- ✓ Stores that want to offer delivery-day and parcel-shop choices at checkout
- ✓ Shops that want to keep their own carrier contracts

Worth knowing

- ⓘ Prices are in euros, and a yearly contract is listed as 20% off the monthly fee.
- ⓘ Each plan caps labels per year, and every label also costs €0.08 to €0.10 on top of the monthly fee.
- ⓘ Parcel shop locator, branded checkout and nominated day delivery start on the Scale plan.
- ⓘ The site and pricing page default to Dutch, and the only platform listed is the web dashboard.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

~$39.10

A month to start

Wuunder is a paid product, starting at €35 per month, plus €0.10 per label.

"

No free plan and no trial are listed on the pricing page.

From our grade for free plan and trial

ESSENTIAL

€35

per month for up to 7,500 labels a year

€0.10 per label, 2 carriers, 1 user, 5 automated shipping rules, your own carrier contracts, track and trace, return labels.

GROWTH

€150

per month for up to 30,000 labels a year

€0.09 per label, 3 carriers, 5 users, 1 warehouse and 1 webshop, checkout technology, 15 shipping rules, ERP and WMS integration.

SCALE

€745

per month for up to 120,000 labels a year

€0.08 per label, 5 carriers, 10 users, 5 warehouses and webshops, parcel shop locator, branded checkout, multi-parcel shipments.

Read from wuunder.com on Nov 13, 2026.

ENTERPRISE

Custom

Above 120,000 shipments a year: more than 5 carriers, unlimited users, custom integrations, an account manager and 24/7 support.

Ways to pay less

ANNUAL DISCOUNT

20% off the monthly fee on a yearly contract

The pricing page has a Monthly/Yearly toggle marked -20%, so a yearly contract lowers the monthly platform fee.

Stated on wuunder.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Checkout and multi-carrier shipping platform for online stores. Here is what it does, as its own site describes it, and what it covers: public API, workflow automation, online store, shipping labels.

> **Labels across carriers, checkout delivery options, shipping rules, track and trace and returns.**
>
> From our grade for features

Multi-carrier labels

Books and prints labels across carriers from one system, from letterbox parcels to pallets, using Wuunder's rate database or your own carrier contracts.

Delivery options at checkout

Wuunder Checkout, formerly Paazl Checkout, shows delivery choices and parcel shops. Higher plans add nominated day delivery and expected delivery dates.

Shipping rules and optimization

Automated shipping rules and rate and transit-time optimization pick a carrier per order. The Scale plan adds PuzzlPack packaging optimization.

Track and trace messages

Proactive shipment updates and branded emails go to customers, with carrier statistics available on the Scale plan.

Returns

Return labels and return shipping are included from the Essential plan, and a separate returns module covers label-free returns and return rules.

Where it runs

- Web

What it works with

- WooCommerce
- Magento
- Shopify Plus
- DHL
- PostNL
- Colissimo
- Royal Mail
- DHL Express

Wuunder is made by Wuunder, and has been around since 2016.

Where it stands

Its grades against its category, and whether to keep it or make your own

12/80

Other shipping software it is graded above

Wuunder's GPA of 1.8 is higher than 12 of the 80 other shipping software we grade, and level with 18.

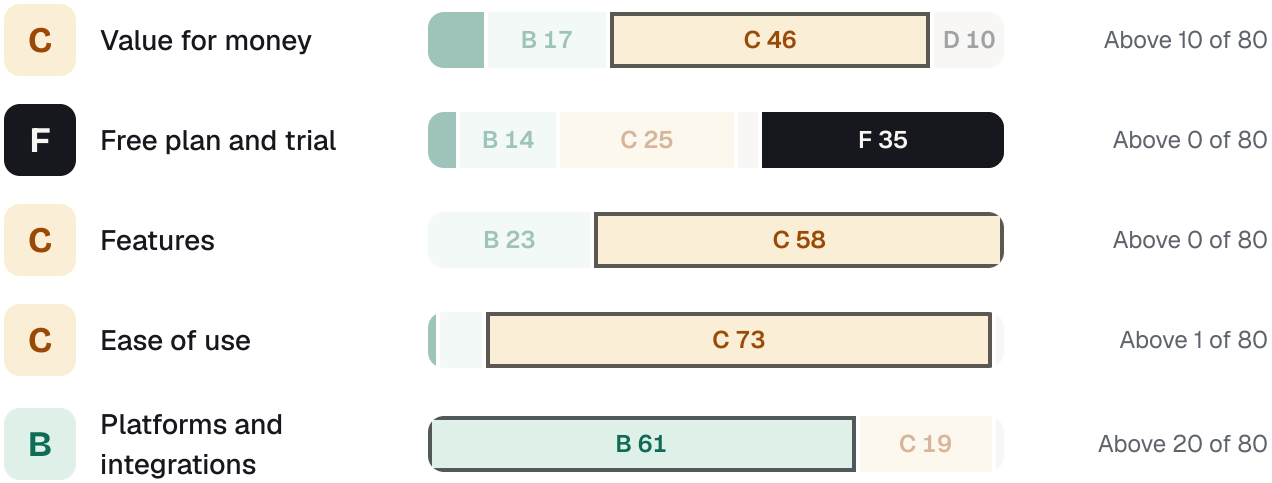
It stands best on platforms and integrations (B, above 20 of 80) and worst on free plan and trial (F, above 0).

Its paid plans start at about $39.10 a month, against a middle price of $19.99 for the category: 24 of the 35 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 11 tools score higher and cost less.

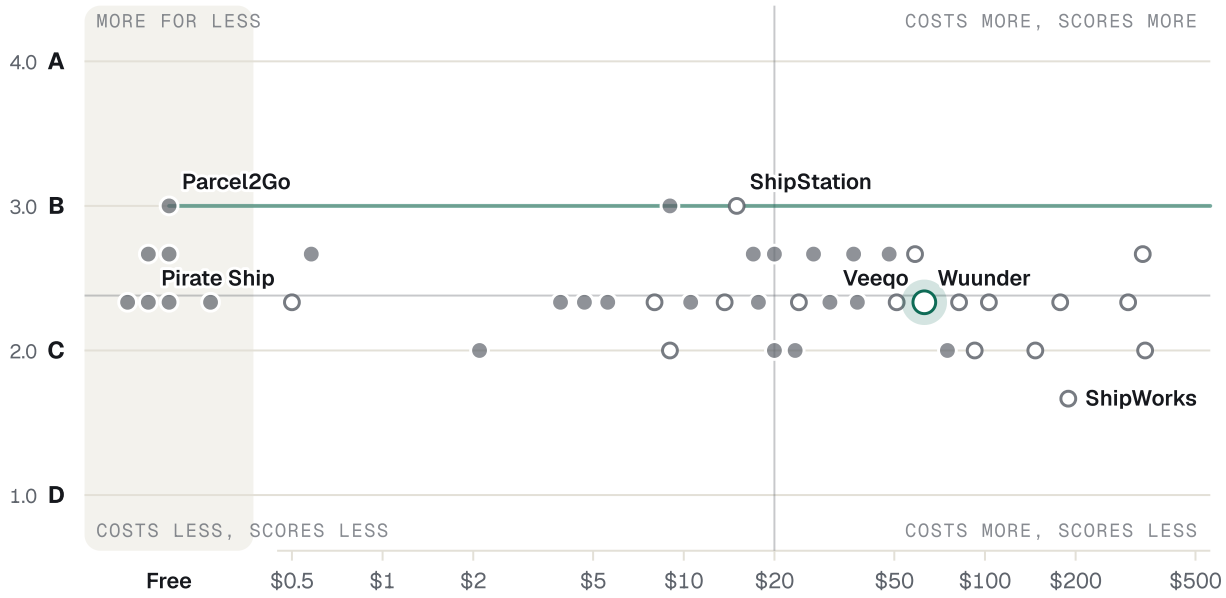
Each grade against the category

Every bar is all 81 shipping software we grade, cut by the letter each got. Wuunder's own letter is outlined.



Price against what you get

Each dot is one of 43 shipping software. Further left costs less; higher up scores better on features, ease of use and platforms. Wuunder is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Wuunder you would be making discounted carrier rates and labels, which take an agreement with each carrier. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 50 of the 80 other shipping software grade higher. It costs $469.22 a year.

What you could not

- ✕ Discounted carrier rates and labels, which take an agreement with each carrier.
- ✕ Checkout, card payments and sales tax handled for you.

- ✕ Connections to other products, each kept working as those products change.

What this rests on. Wuunder's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



Sendcloud, MyParcel, Shipmondo, Packlink PRO and ShippyPro

The 5 tools Wuunder is most often weighed against, with where each one differs from it.

2.2 GPA

Sendcloud

Free plan · from €28/mo

European shipping platform for labels, tracking and returns.

- Sendcloud has a free plan. Wuunder does not.
- Wuunder also covers online store.
- Sendcloud also covers reports, whatsApp messaging and review collection.

Wuunder and Sendcloud compared in full

2.8 GPA

MyParcel

Free plan · from €5/mo

Shipping platform for Dutch online stores, with add-on subscriptions.

- MyParcel has a free plan. Wuunder does not.
- Wuunder also covers online store.
- MyParcel also covers reports.

Wuunder and MyParcel compared in full



2.8
GPA

Shipmondo

Free plan

Multi-carrier freight booking and order shipping platform.

- Shipmondo has a free plan. Wuunder does not.
- Wuunder also covers online store.
- Shipmondo also covers reports and barcode scanning.

Wuunder and Shipmondo compared in full



3.0
GPA

Packlink PRO

Free

Free multi-carrier shipping dashboard for online sellers.

- Packlink PRO has a free plan. Wuunder does not.
- Wuunder also covers online store.

Wuunder and Packlink PRO compared in full



1.8
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ShippyPro

Free trial · from €159.20/mo

Multi-carrier shipping platform with tracking and returns.

- Wuunder also covers online store.

Wuunder and ShippyPro compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Wuunder free?

No. Wuunder is a paid product, starting at €35 per month, plus €0.10 per label.

How much does Wuunder cost?

Wuunder lists 4 plans. Essential: €35 per month for up to 7,500 labels a year.

What platforms does Wuunder work on?

Wuunder is available on Web.

Does Wuunder offer any discounts?

Wuunder publicly lists the following: 20% off the monthly fee on a yearly contract.

Does Wuunder have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Wuunder is listed for Web.

Does Wuunder have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Wuunder is listed for Web.

Is Wuunder open source?

Wuunder is not described as open source on its own site, as read on Nov 13, 2026.

Does Wuunder have an API?

Yes. Wuunder offers a public API, according to its own site.

What does Wuunder integrate with?

Wuunder's listing names WooCommerce, Magento, Shopify Plus, DHL, PostNL, Colissimo, Royal Mail and DHL Express.

Who makes Wuunder?

Wuunder is made by a company of the same name. It dates from 2016.

What are the alternatives to Wuunder?

The closest alternatives to Wuunder in our directory are Sendcloud, MyParcel, Shipmondo, Packlink PRO and ShippyPro.

How does Wuunder compare with other shipping software?

Wuunder's GPA of 1.8 is higher than 12 of the 80 other shipping software we grade, and level with 18.

Is Wuunder good value for money?

ToolGPA grades Wuunder C for value for money. Its paid plans start at about $39.10 a month, against a middle price of $19.99 for the category: 24 of the 35 others that charge start lower.

Could I make my own version of Wuunder?

To replace Wuunder you would be making discounted carrier rates and labels, which take an agreement with each carrier.

Where this guide comes from

The prices, plans, platforms and features were read from Wuunder's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Wuunder's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Wuunder. Prices change, so check wuunder.com before you buy.

wuunder.com/en/pricing
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wuunder.com/en/about-wuunder

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Wuunder, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/wuunder

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Wuunder: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/wuunder
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Know someone choosing between shipping software?

Send them this guide:
toolgpa.com/tools/wuunder/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded shipping software after Wuunder, each with an Insider's Guide of its own.

Shipping Software Insider's Guide

Every one of the 81 shipping software we grade, compared

Packlink PRO Insider's Guide

Free multi-carrier shipping dashboard for online sellers

3.0 GPA

Parcel2Go Insider's Guide

UK parcel courier comparison and booking, paid per parcel

3.0 GPA

Pirate Ship Insider's Guide

Free web app for discounted USPS and UPS labels, with no monthly fee

3.0 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Wuunder's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Wuunder is a trademark of its owner, and this guide is not made, paid for or approved by Wuunder. Prices and plans change: check wuunder.com before you buy.