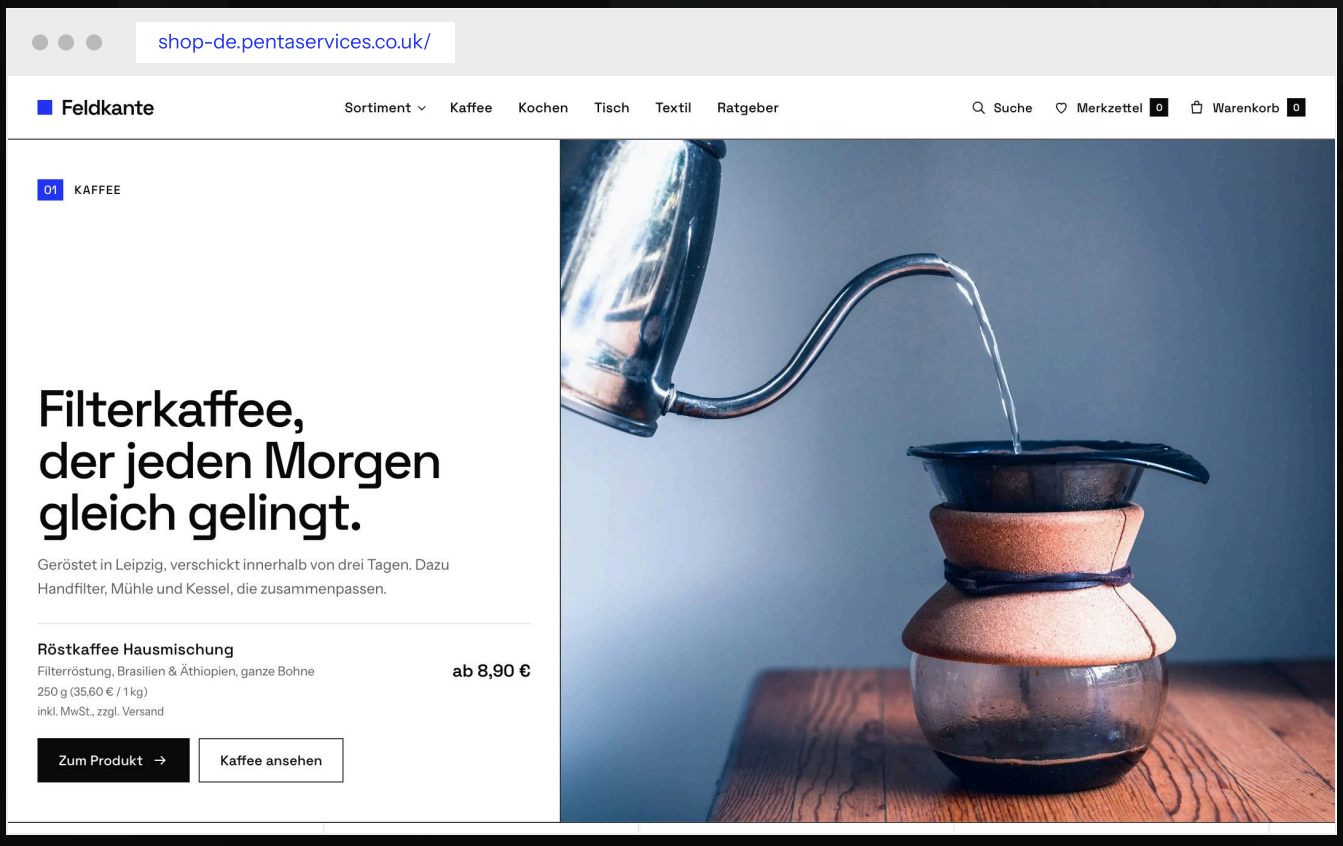
penta SERVICES

November 2026

WEBSITE GUIDE FOR ONLINE STORES SELLING IN GERMANY

A German online store that is clear, legally tidy and sells

A minimal store design for the German market: prices with VAT and unit prices per kilo, a cart with a shipping calculator for Germany, Austria and Switzerland, a three-step checkout ending in the „Zahlungspflichtig bestellen“ button, and the withdrawal button German law has required since June 2026. Delivered on Shopware 6 or as a custom store.



Ready Site · E-commerce Store package

Live demo: shop-de.pentaservices.co.uk

CONTENTS

What is in this guide

1 · At a glance 3

2 · The homepage 4

3 · Catalogue and product pages 5

4 · Cart and shipping calculator 6

5 · Checkout 7

6 · German legal basics 8

7 · The withdrawal button 9

8 · Order status and other pages 10

9 · Interactive features 11

10 · Mobile 12

11 · Brand and search 13

12 · Shopware 6 or a custom store 14

13 · All included and price 15

14 · How we start and next steps 16–17

TRY THE LIVE DEMO

shop-de.pentaservices.co.uk

Feldkante is a fictional Leipzig shop for kitchen tools, coffee gear and stoneware. The store is in German. Every name, price, rating, review, address and registration number is a sample, and no payment is ever taken.

1 · AT A GLANCE

Built for the way German customers shop online

German shoppers read the small print. They expect the final price with VAT, the unit price for food and consumables, honest discounts, clear shipping costs and payment on invoice. They look for the Impressum before they buy. A store that hides fees or gets the legal basics wrong loses trust and risks warning letters (Abmahnungen).

What shoppers check first

- Is the price final, with VAT included, and what does shipping cost?
- What is the price per kilo or litre?
- Can I pay on invoice, with PayPal or by direct debit?
- Who runs the shop, and where is the Impressum?
- How do I return something, and is it free?

What the website gives them

- A strict white-and-black grid with one signal colour, a mega menu and a filter sidebar
- Prices with VAT, unit prices (Grundpreis) per kilo and the lowest price of the last 30 days on every discount
- A cart with VAT shown per rate (19 % and 7 %) and a shipping calculator for Germany, Austria and Switzerland
- A three-step guest checkout ending in „Zahlungspflichtig bestellen“
- Impressum, privacy, terms, withdrawal policy with the model form, a withdrawal button and cookie consent

38
Ready pages, including 16 product pages and 4 category pages

8
Interactive tools, from filters to the withdrawal button

3
Checkout steps: address, shipping and payment, review and order

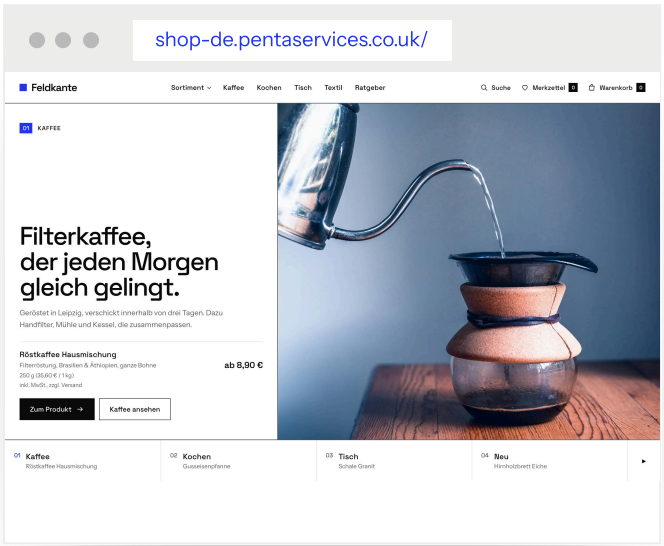
3
Delivery countries in the shipping calculator: DE, AT, CH

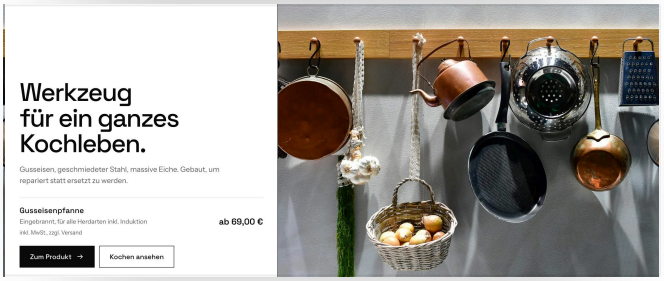
Who this website is for

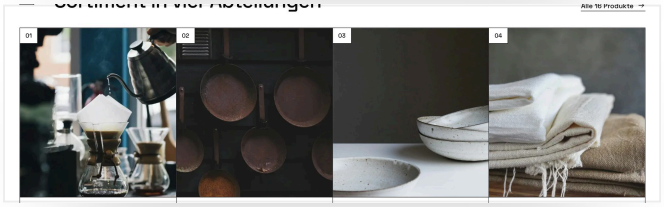
Kitchen and homeware brands · Coffee roasters and tea shops · Delicatessen and food producers · Design and lifestyle stores · Craft and manufacturer brands · Outdoor and sports gear · Stores moving from Shopware 5 · Brands from abroad entering Germany

The homepage, section by section

German minimal retail: white, black and one cobalt signal colour, Space Grotesk headings, Instrument Sans text, hairline grids and square corners.









1 Header and mega menu
Wordmark, a centred text navigation, a full-width assortment menu, and search, wishlist and cart as labelled links with counters.

2 Split hero slider
Four slides on a strict 5/7 grid: headline, a featured product with price and unit price, two buttons, and a photo that wipes in. Numbered tab cells with progress lines, pause, swipe and keyboard control.

3 Four departments
Numbered category tiles with product counts.

4 Best sellers, new, sale
Product tabs; every card shows VAT, shipping link, unit price and variants.

5 Materials table
Material, product, origin and care in one table: facts instead of claims.

6 Brew calculator
Coffee to water for filter, French press and espresso, with grind and brew time.

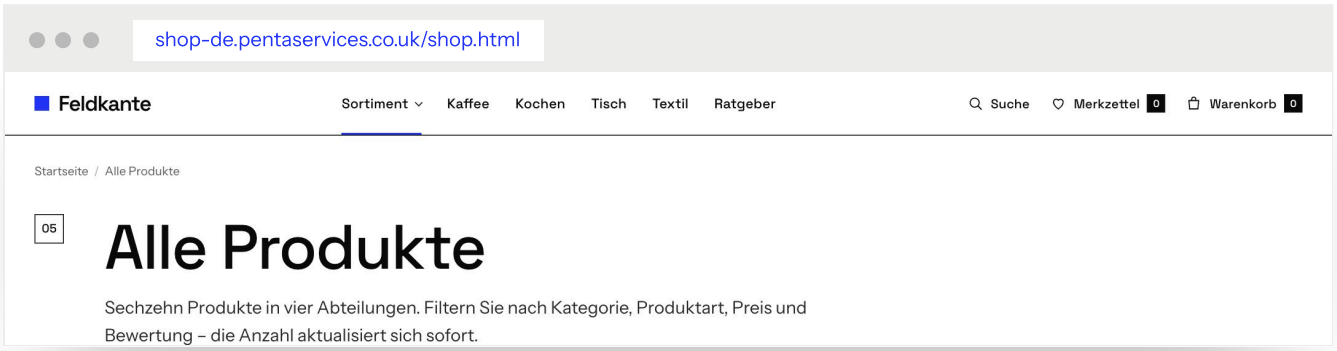
7 Reviews, story, FAQ and trust bar
Ratings, the brand story with key numbers, top questions and a trust bar with a seal placeholder.

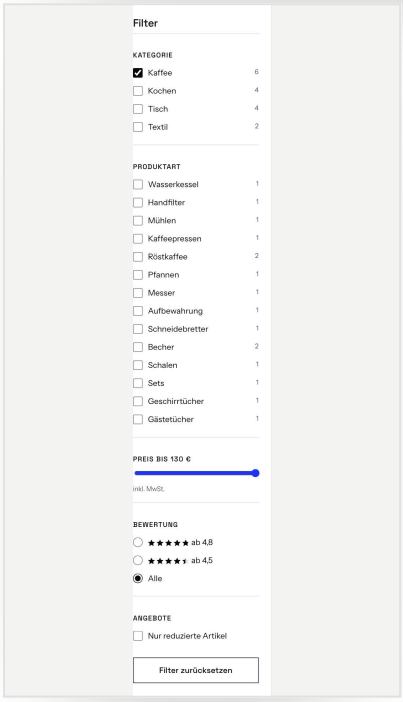
WHY IT WORKS

German shoppers trust order and facts. The strict grid, real product data on the first screen and plain wording answer what is for sale, what it costs and who is behind it before the first scroll.

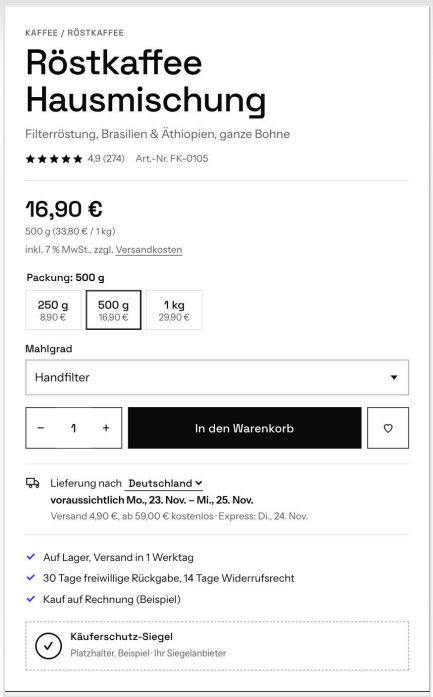
Find the right product in seconds

A catalogue with a filter sidebar and a product page that answers every question German shoppers ask before they buy.

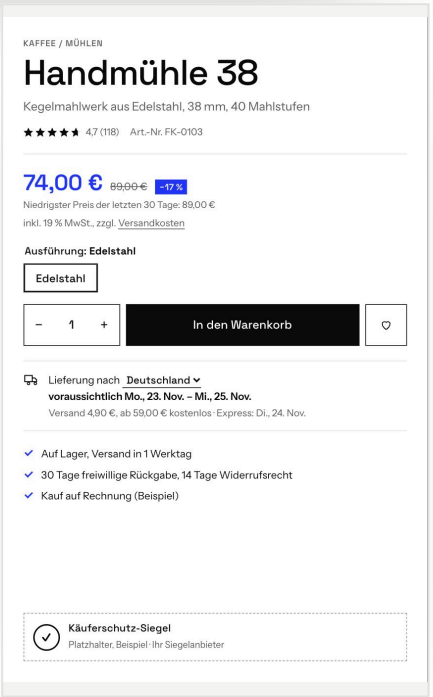




Filter sidebar: category, product type, price, rating, sale



Variants with their own price and unit price



Discount with the lowest price of the last 30 days

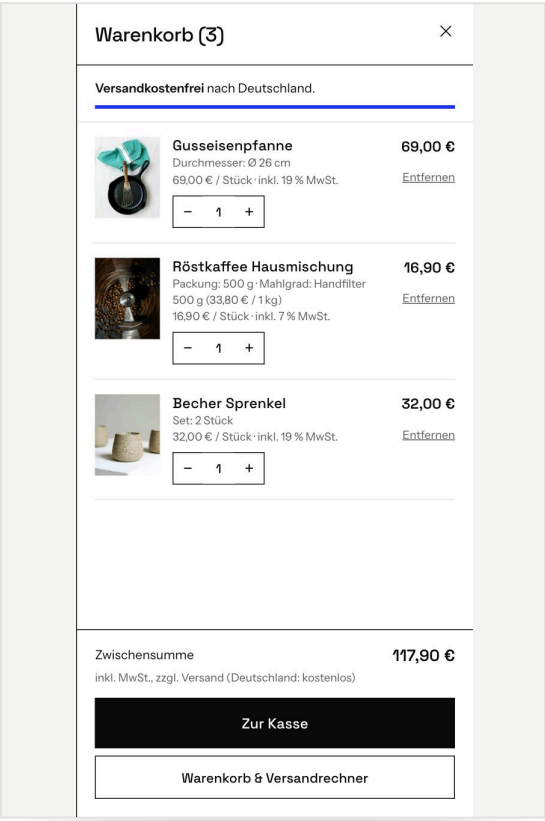
1 **Filter sidebar**
Category, product type, maximum price with VAT, rating and sale items, with filter chips, a live count, sorting and links such as ?cat= from the menu.

2 **Unit price (Grundpreis)**
Products sold by weight show the price per 1 kg next to the total price and update with each pack size, as the Price Indication Ordinance (PAngV) requires.

3 **Product page**
Gallery with zoom, variants, grind options, quantity, a delivery estimate for DE/AT/CH, specifications, care and a manufacturer and safety tab for the EU General Product Safety Regulation.

A cart that shows the real total

Shipping costs are the most common reason for abandoned carts. The cart shows them before checkout, for every delivery country.



Cart drawer: free-shipping bar, variants, unit prices

1 VAT per rate

Coffee is taxed at 7 %, kitchenware at 19 %. The cart shows the VAT contained in the total for each rate and splits shipping VAT by value share.

2 Shipping calculator

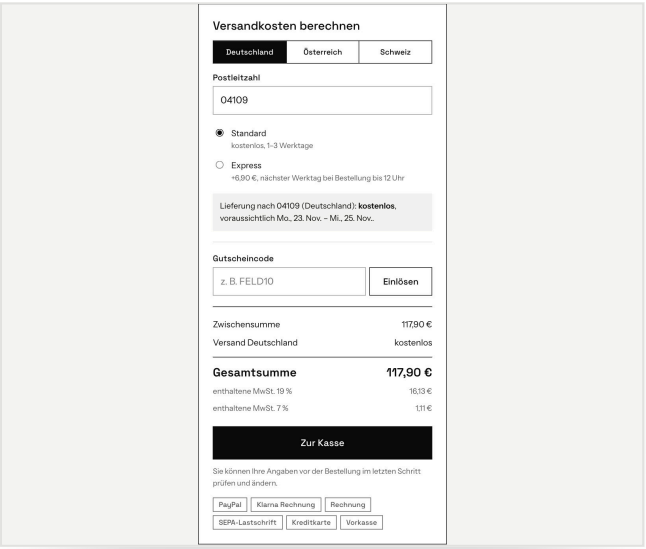
Germany, Austria or Switzerland, postcode check (5 or 4 digits), standard or express, free-shipping threshold and delivery dates.

3 Switzerland done right

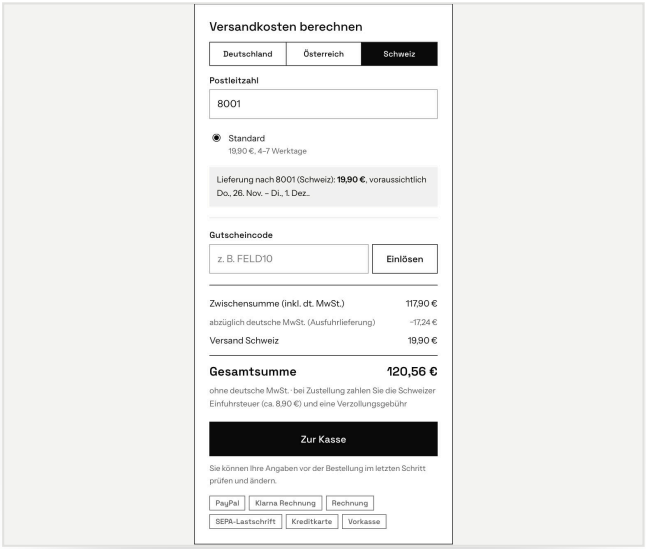
Swiss deliveries are calculated without German VAT, with a note on the Swiss import tax and customs fee paid on delivery.

4 Coupon and quantities

Discount codes apply instantly and VAT is recalculated; quantities change in place.



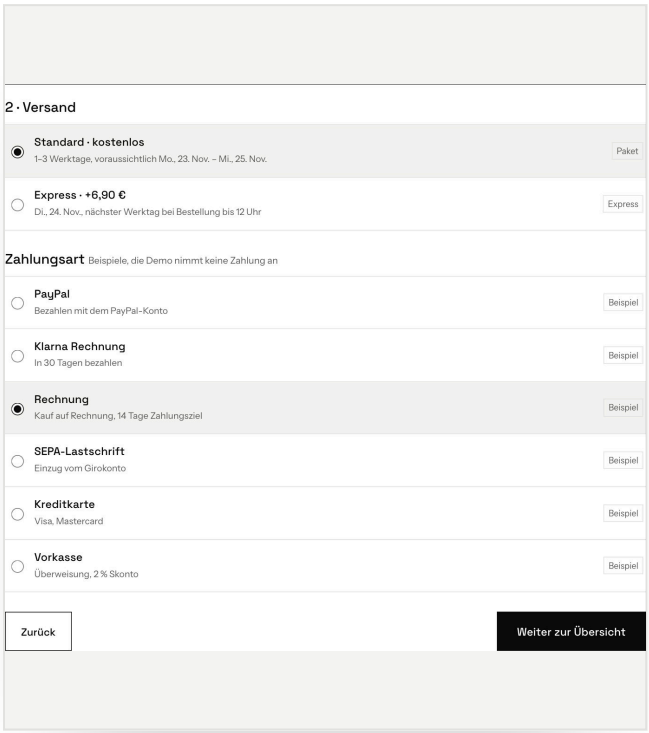
Germany: VAT shown separately for 19 % and 7 %



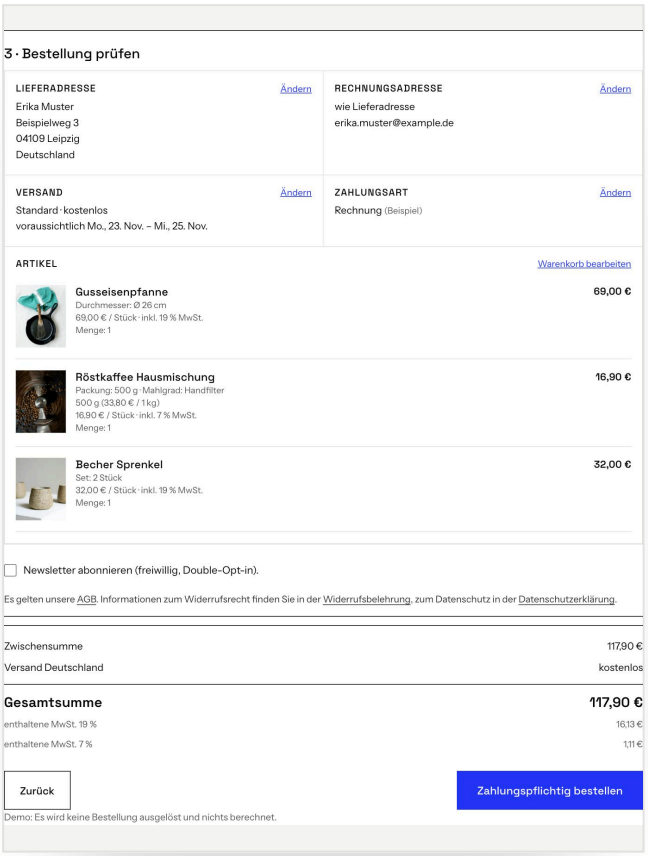
Switzerland: without German VAT, import tax note

A three-step checkout made for Germany

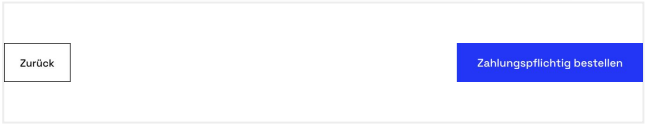
Address, shipping and payment, then a full review on one page with a live order summary. Guest checkout, no account needed.



Shipping and payment options (labelled examples)



Review step with every detail editable



The legally required button wording

1 **Address**

Validated e-mail, name, street with house number and a postcode that matches the country; phone and the courier notification are optional, with consent.

2 **Payment examples**

PayPal, Klarna invoice, invoice, SEPA direct debit, card and prepayment, shown as text examples. The demo takes no payment and asks for no bank or card details.

3 **Review and order**

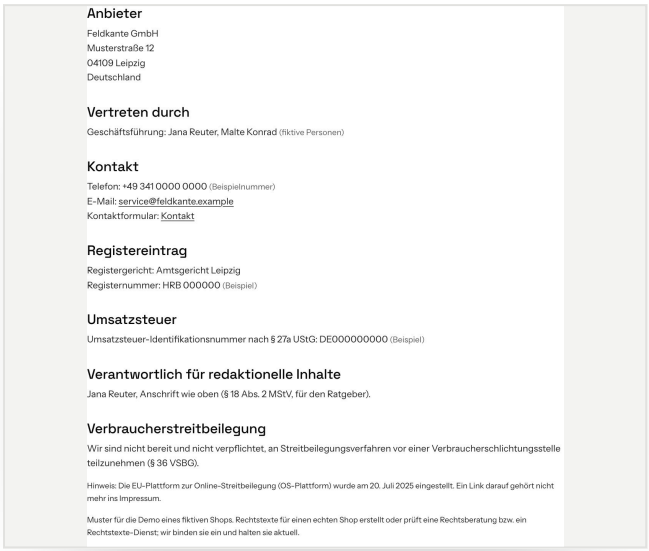
Address, shipping, payment and items with unit prices, each with a change link, the total with VAT per rate, links to terms, withdrawal policy and privacy.

4 **„Zahlungspflichtig bestellen“**

The order button uses the wording the German Civil Code (§ 312j BGB) expects. The confirmation shows the order number, which can be tracked straight away.

Ready for the rules German shops follow

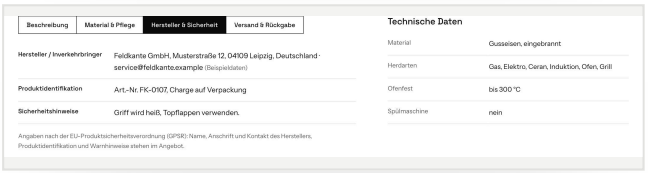
The design has a place for every mandatory text and label, so the real shop only fills in its data and its lawyer's texts.



Impressum under § 5 DDG



Cookie consent with equal buttons (TDDDG)



Manufacturer and safety information (GPSR)

1 Impressum
Company, representatives, contact, commercial register and VAT ID under § 5 of the Digital Services Act (DDG), plus the consumer dispute statement (VSBG). The link to the EU ODR platform, closed on 20 July 2025, is not included.

2 Prices
Final prices with VAT, „zzgl. Versand" links, unit prices per 1 kg and the lowest price of the last 30 days on discounts (§ 11 PAngV).

3 Privacy and cookies
Privacy policy for GDPR and the TDDDG (formerly TTDSG). The cookie banner offers „Nur notwendige", „Einstellungen" and „Alle akzeptieren" at the same size and can be reopened in the footer.

4 Terms and withdrawal
Terms of sale and the statutory withdrawal policy with the model withdrawal form.

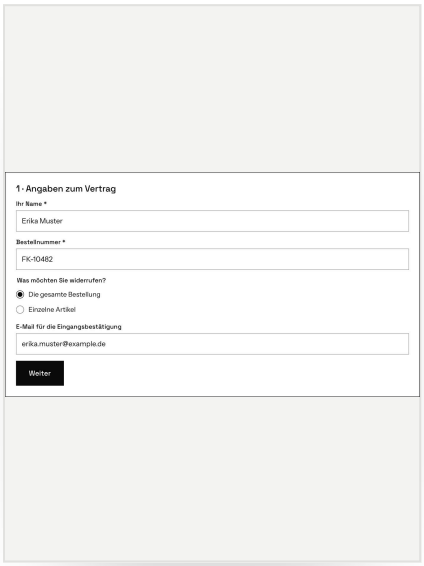
5 Product safety
Manufacturer name, address, contact, product identification and warnings on each product page.

6 Accessibility
An accessibility statement page for the Barrierefreiheitsstärkungsgesetz (BFSG), in force since 28 June 2025.

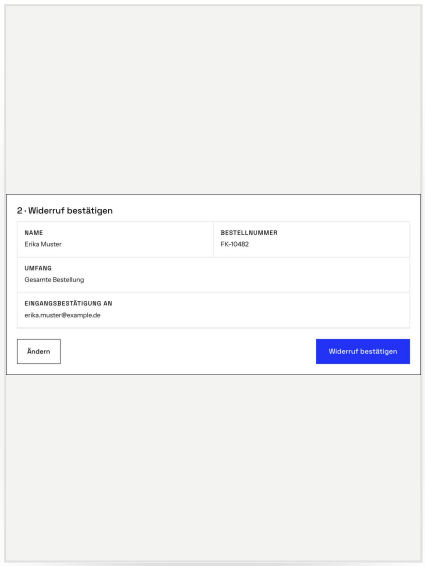
! All company data in the demo is marked as a sample. Legal texts are templates: the shop's lawyer or a legal-text service writes or checks them before launch, and we keep them up to date.

„Vertrag widerrufen“, required since June 2026

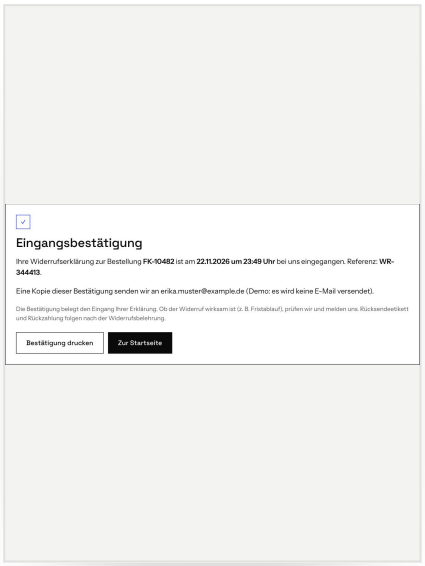
Since 19 June 2026 online shops in Germany must offer an electronic withdrawal function (§ 356a BGB): a clearly labelled button, available throughout the withdrawal period, without a customer account.



Step 1: name and order number only



Step 2: „Widerruf bestätigen“



Receipt with date, time and reference

1 **Always reachable**

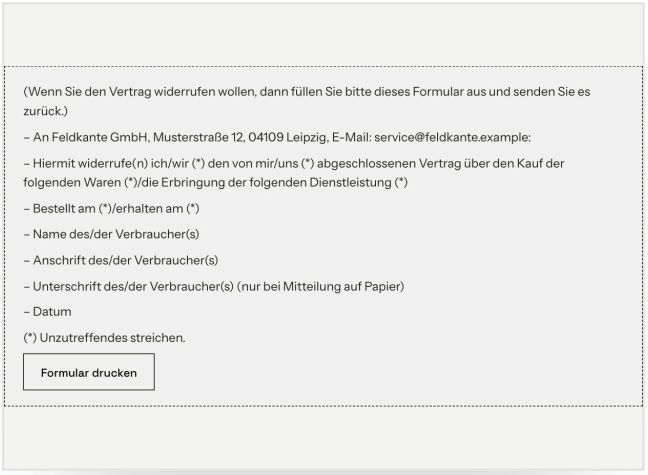
„Vertrag widerrufen“ sits in the footer of every page and on the order status page, for guests too.

2 **Only what is allowed**

The form asks only for the name, the order number (and which items) and an optional e-mail for the receipt.

3 **Confirmation**

A second button „Widerruf bestätigen“, then an immediate receipt with date, time and a reference number.



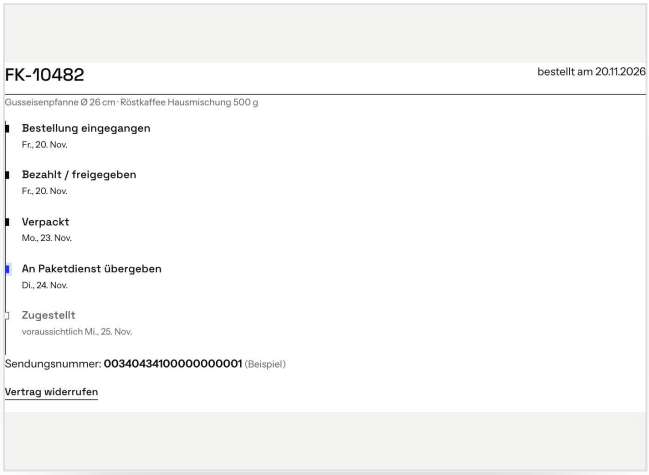
Model withdrawal form, ready to print

WHY IT MATTERS

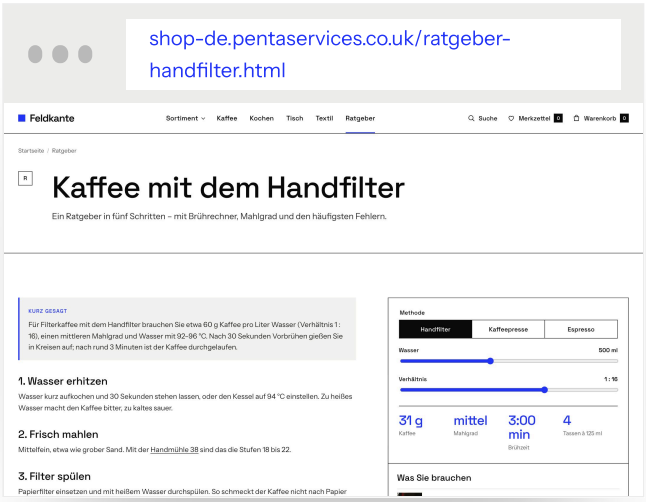
Missing or hidden withdrawal buttons can lead to warning letters and fines. Having it built into the design from day one saves a costly retrofit.

Pages that answer before they are asked

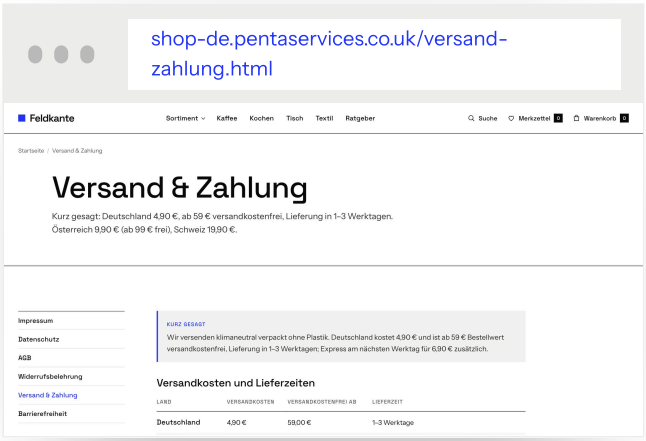
Self-service tools and service pages written answer-first.



Order status with order number and postcode



Guide article with the brew calculator



Shipping and payment: costs and times per country

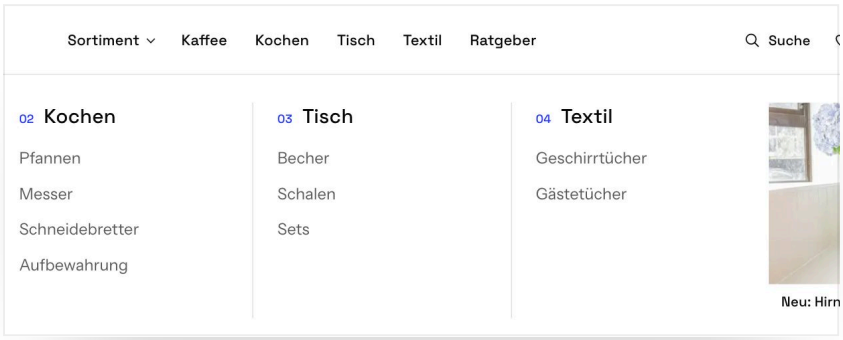
1 **Order status**
Order number and postcode show the stage, dates and tracking number, with a direct link to the withdrawal button.

2 **Wishlist**
Hearts on every card, a counter in the header and a wishlist page with „add all to cart“ and a share link.

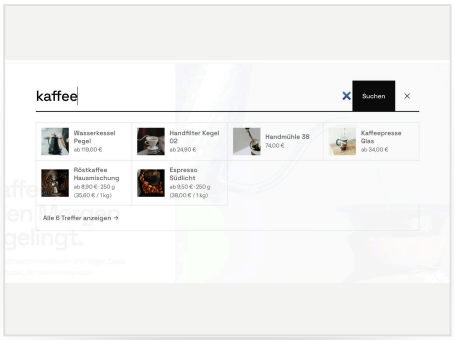
3 **Guide and FAQ**
A how-to article with HowTo structured data, plus ten searchable questions.

4 **About and contact**
Workshops table, selection principles, contact form with order number and validated fields.

Details that make people buy



Assortment mega menu



Live search suggestions

Live search

Results with photo, price and unit price as you type; understands umlauts (Muehle finds Mühle).

Mega menu

All departments and sub-categories in one full-width panel.

Variants and grind

Pack sizes with their own price and unit price, and a grind selector for coffee.

Delivery estimate

Expected delivery dates for Germany, Austria and Switzerland, including express.

Brew calculator

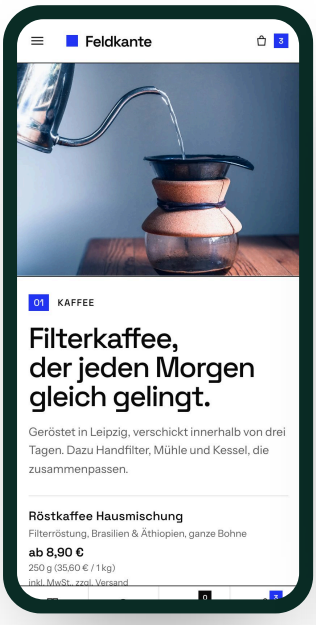
Coffee, grind and brew time for filter, French press and espresso.

Fast and accessible

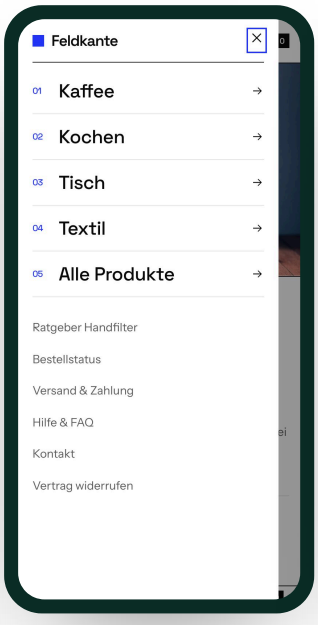
Static pages, self-hosted fonts, WebP photos, keyboard-friendly slider and forms, reduced-motion support.

Designed for the phone first

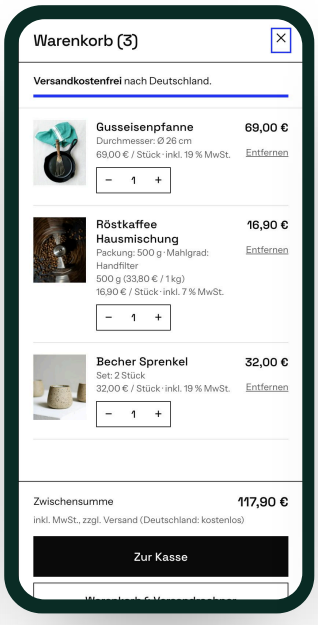
Most visits come from phones. The store has a bottom bar (shop, search, wishlist, cart), a full-screen menu, a filter drawer with a result count, a cart drawer and a checkout with large fields and buttons.



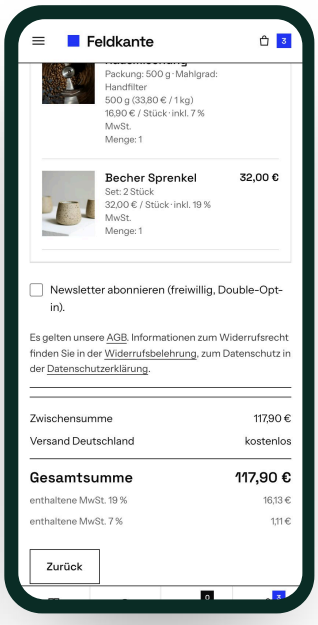
Homepage



Menu



Cart



Checkout

C

Werkstoffe statt Werbeversprechen

Wir verkaufen nur, was wir selbst jeden Tag benutzen. Jedes Produkt hat eine Herkunft, ein Material und eine Pflegeanleitung – hier auf einen Blick.

Wie wir auswählen →

WERKSTOFF	PRODUKT	HERKUNFT	PFLEGE
Gusseisen	Gusseisenpfanne	Deutschland	Heiß spülen, einölen
Stahl 58 HRC	Kochmesser 21	Deutschland	Von Hand, trocknen
Eiche	Hirnholzbrett	Sachsen	Monatlich ölen
Porzellan	Handfilter Kegel 02	Thüringen	Spülmaschine
Steinzeug	Becher Sprenkel	Portugal	Spülmaschine
Leinen	Geschirrtuch	Litauen	60 °C

Your brand, Google and AI search

The demo uses white, black and cobalt with Space Grotesk and Instrument Sans. Every colour, font, photo and line of copy can be changed to your brand.

Google (SEO)

- German titles and descriptions on every page, product and category
- OnlineStore, Product with EUR offers, VAT included, unit price, shipping and return policy, ItemList, FAQPage, HowTo and Breadcrumb structured data
- Sitemap, clean addresses, category pages and internal links
- Fast pages: static HTML, WebP photos, self-hosted fonts

AI assistants (GEO)

- Answer-first „Kurz gesagt“ summaries on key pages
- robots.txt that welcomes AI crawlers, plus an llms.txt with products, prices and unit prices
- Clear facts: prices with VAT, shipping per country, returns
- FAQs written the way people ask

Searches the website is built around (German)

Onlineshop erstellen lassen · SEO Agentur Shopware · Shopware Agentur · Gusseisenpfanne kaufen · Handfilter Kaffee · Kaffee online kaufen · Steinzeug Geschirr · Leinen Geschirrtuch

WHY IT MATTERS

Search engines and AI assistants reward shops whose pages answer clearly, with real prices and policies. We don't guarantee rankings or citations, but we report progress every month.

One design, three ways to run it

The demo is a static showcase of the design. It does not run on Shopware. We deliver the same design on the system that suits your business.

On Shopware 6

Built as a Shopware 6 theme, so you keep Shopware's administration, rule builder and payment and shipping plugins.

- Products, orders and customers stay in Shopware
- Payment and shipping via Shopware plugins
- Features depend on your Shopware edition and plugins

Custom store

Built and hosted by us when you need features or integrations a platform cannot offer.

- Full control of design and checkout
- Connect your own payment provider, ERP and couriers
- Quoted on your requirements

Moving from Shopware 5

Shopware 5 reached end of life in 2024. We move products, customers and URLs to Shopware 6 or a custom store and redirect old addresses.

- Product and customer migration
- 301 redirects to keep rankings
- Legal texts and checkout updated

WHICH ONE IS RIGHT?

Most growing German shops are well served by Shopware 6. Brands with very specific checkouts, B2B prices or their own systems may need a custom store. We advise honestly after a short call.



13 · ALL INCLUDED

Domain, hosting and email: we take care of it all

The store arrives complete and ready to use. You never have to deal with anything technical.

Domain INCLUDED

A free .com, .net or .org domain with yearly billing, or we connect your .de domain.

Fast, secure hosting INCLUDED

Reliable servers in the EU, SSL certificate (https) and regular backups (for custom stores; Shopware hosting quoted separately).

Business email INCLUDED

Mailboxes on your own domain (e.g. service@yourshop.de).

Up to 250 products

We load your catalogue, photos, variants, prices with VAT and unit prices.

Updates and support

We keep the store updated and secure and change products and offers for you.

Legal texts and cookies

We integrate the legal texts from your lawyer or legal-text service and a cookie consent banner.

Ready Site price

Setup

£79 · US$99

Delivered faster than a custom build

Monthly

£44 · US$55

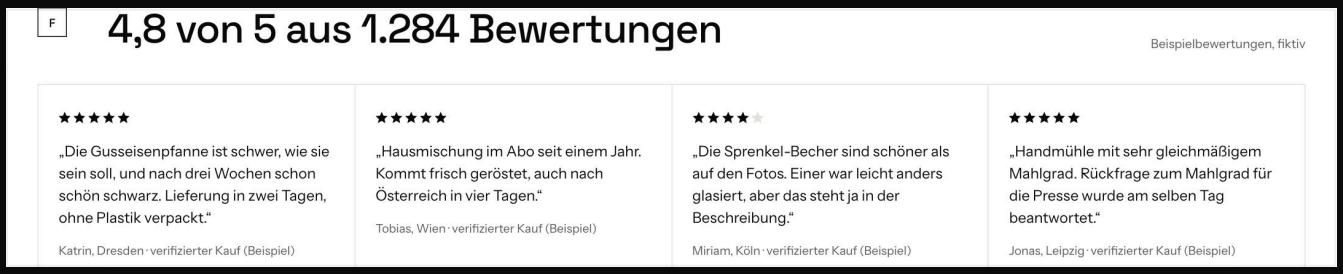
Hosting, SSL and business email included

Pay yearly

2 months free

10 × the monthly fee, plus a free domain

Ready Site prices for the E-commerce Store package, November 2026. Prices in EUR, AED, PKR and other currencies on pentaservices.co.uk. 12-month minimum term from go-live. Shopware licence or plugin fees, payment provider fees, courier contracts and legal-text subscriptions are separate.



What we need and what we do

What we need from you

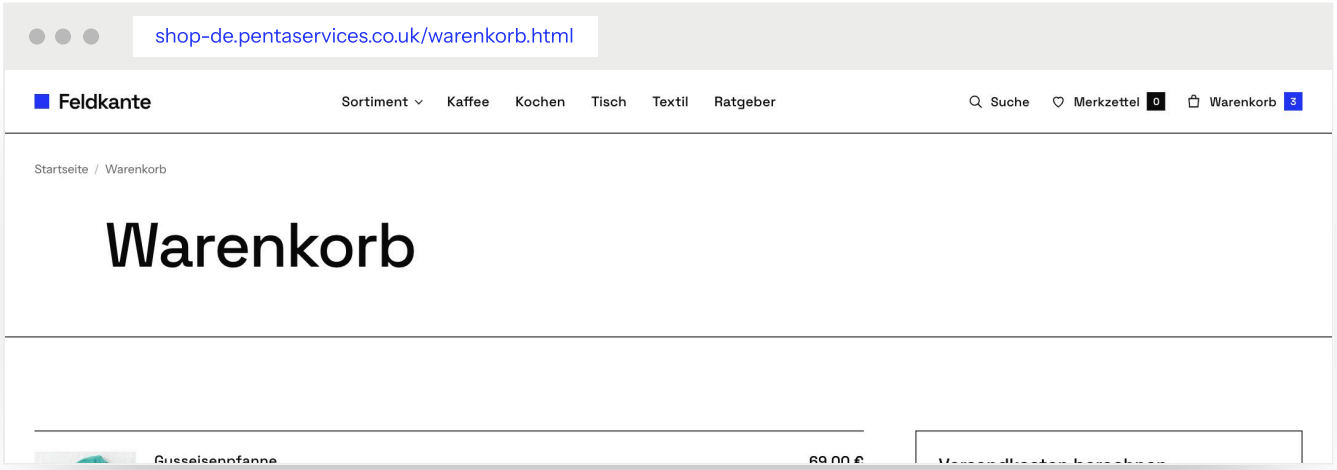
- Logo and colours, if you have them (otherwise we design them)
- Company details for the Impressum: legal form, address, register and VAT ID
- Products, photos, variants, prices with VAT and weights for unit prices
- Shipping countries, costs, times and your courier
- Your choice of Shopware 6 or a custom store, and your payment provider
- Legal texts from your lawyer or legal-text service

What we do

- Adapt the design to your brand, in German and if you like English
- Load your products, categories and offers
- Set up shipping rules for DE, AT and CH, VAT rates and unit prices
- SEO, structured data and Google Business Profile
- Test on phones, tablets and computers
- Go live on your domain, then look after it

TAILORED TO YOU

Every store is adapted to your products and customers: your departments, your shipping promises, your payment methods. We send a clear proposal with no obligation.



NEXT STEPS

Ready for a store that sells in Germany?

1. **See the demo**
   Open the demo on your phone. Filter the catalogue, switch pack sizes, calculate shipping to Switzerland, apply FELD10, order with „Zahlungspflichtig bestellen“ and try „Vertrag widerrufen“.

2. **Talk to us**
   Message us on WhatsApp or email: we show you the store and answer every question, with no obligation.

3. **Send us your details**
   Logo, products and prices, company data, shipping and payment methods, legal texts.

4. **Approve and go live**
   You get a private preview link, approve it, and the store goes live on your domain.

Contact Penta Services

info@pentaservices.co.uk

WhatsApp / phone: **+44 7735 544911**

pentaservices.co.uk · Live demo: shop-de.pentaservices.co.uk

Penta Services: websites, online stores, apps, SEO and GEO, hosting. 15+ years across 50+ business sectors. Offices in London, Italy and Pakistan.

One store. Clear prices, tidy legal basics and a checkout German customers trust.