EAN Barcode Generator: Developer Hooks and Filters Reference

Developers · https://wpfactory.com/docs/ean-developer-hooks-filters-reference/

Developer hooks and filters reference

EAN for WooCommerce exposes filters, actions, and shortcodes so you can adjust how EANs are generated, validated, displayed, searched, and exported without editing plugin files. Every hook name below is taken directly from the version 5.5.9 source. All hooks use the `alg_wc_ean_*` prefix.

The settings these hooks relate to live under **WPFactory > EAN** (also reachable at **WooCommerce > Settings > EAN**). EAN is stored in product meta under the key set by **Advanced > Meta key** (option `alg_wc_ean_meta_key`, default `_alg_ean`).

Value filters

These filters fire on a value the plugin is about to use or output, so whatever your callback returns wins.

Filter	Filtered value	Arguments
`alg_wc_ean_get_type`	The EAN type used for validation and barcodes	`$type, $raw_type, $ean, $product_id`
`alg_wc_ean_is_valid`	Whether an EAN passes the check-digit validation	`$result, $value, $type`
`alg_wc_ean_display`	The EAN HTML rendered on product and shop pages	`$output_html, $value, $style, $template, $single_or_loop`
`alg_wc_ean_display_cart`	The EAN HTML rendered in the cart	`$output_html, $ean, $template`

Filter	Filtered value	Arguments
`alg_wc_ean_shortcode_output`	The output of every plugin shortcode	`$sanitized_result, $result, $atts`
`alg_wc_ean_input_pattern`	The input `pattern` attribute on the admin EAN field	`$result, $atts, $type`
`alg_wc_ean_input_custom_atts`	Custom attributes on the admin EAN input	`$result, $product_id, $atts`
`alg_wc_ean_edit`	Whether the admin EAN edit field is registered	`$enabled`

Force a specific EAN type for one product

```
add_filter( 'alg_wc_ean_get_type', function ( $type, $raw_type, $ean, $product_id ) {
    if ( 1234 === (int) $product_id ) {
        $type = 'UPCA';
    }
    return $type;
}, 10, 4 );
```

Structured data filters

These control the EAN that is added to product structured data (for Google Search Console and similar).

- `alg_wc_ean_product_structured_data_value` - arguments `$value, $product`: the EAN value placed in structured data.
- `alg_wc_ean_product_structured_data_markup_key` - arguments `$key, $type, $product`: the key used, for example `gtin13` or a custom key.
- `alg_wc_ean_product_structured_data_markup_value` - arguments `$value, $product`: the markup value.
- `alg_wc_ean_product_structured_data_allow_empty_value` - arguments `$allow, $product`: return `true` to output the key even when the EAN is empty.

Generate-tool filters

These fire inside the **Generate** product tool, so you can control how new EANs are built.

Filter	Filtered value	Arguments
`alg_wc_ean_product_tools_generate_ean_country_prefix`	The country (GS1) prefix used when generating	`$prefix, $product_id`
`alg_wc_ean_product_tools_generate_ean_seed_prefix`	The seed prefix (manufacturer code)	`$seed_prefix, $product_id`
`alg_wc_ean_product_tools_generate_ean_seed`	The seed (product code) used to generate	`$seed, $product_id`
`alg_wc_ean_tool_product_assign_list_reuse_deleted`	Whether a deleted product's EAN is returned to the assign list	`$reuse, $post_id, $ean`

Search filters

The plugin adds EAN to product and order search. Return `false` from either filter to skip the plugin's search handling in a given query.

- `alg_wc_ean_search_backend` - arguments `$enabled, $query, $key`: admin-side product search.
- `alg_wc_ean_search` - arguments `$enabled, $wp_query, $key`: frontend product search.

REST API filters

- `alg_wc_ean_rest_api_product_ean_key` - arguments `$key, $response, $product, $request`: the JSON key EAN is added under in product responses (default `ean`).
- `alg_wc_ean_rest_api_order_ean_key` - arguments `$key, $response, $order, $request`: the JSON key for order responses (default `ean`).

The settings gate filter

`alg_wc_ean_settings` is how the plugin decides whether a Pro-only field is disabled. In the free version it returns `array( 'disabled' => 'disabled' )`, which disables the field; in Pro it returns `''`, removing the attribute. It gates the enable checkboxes for the **Barcodes**, **2D Barcodes**, **Print**, and **Extra Fields** sections. It is an internal gate, not intended for store customization.

Barcode and print filters (Pro)

These fire only when the Pro barcode and print features are active.

Filter	Filtered value	Arguments
`alg_wc_ean_barcode_args`	Arguments passed to the barcode generator	`$args, $dim`
`alg_wc_ean_barcode_shortcode_content`	The value encoded by the 1D barcode shortcode	`$value, $product_id, $atts`
`alg_wc_ean_barcode_2d_shortcode_content`	The value encoded by the 2D barcode shortcode	`$value, $product_id, $atts`
`alg_wc_ean_print_barcodes_to_pdf_template`	The label template for the PDF print tool	`$template, $product_id, $ean, $product, $options`
`alg_wc_ean_print_get_products`	The product list sent to the PDF print tool	`$product_eans`
`alg_wc_ean_print_barcodes_to_pdf_general_settings`	The Print section general settings array	`$settings, $options`

The print feature also exposes `alg_wc_ean_print_barcodes_to_pdf_default_settings`, `alg_wc_ean_print_barcodes_to_pdf_template_settings_desc`, `alg_wc_ean_print_barcode_shop_order_refunded_item_qty`, and `alg_wc_ean_print_render_meta_box_shop_order_force_refunded`.

Other filters

- `alg_wc_ean_settings_page_label` - the label of the settings tab and the WPFactory submenu item (default `EAN`).
- `alg_wc_ean_product_function_shortcode_user_capability` - the capability required to run `[alg_wc_ean_product_function]` (default `manage_woocommerce`).

Actions

Action	Fires when	Arguments
`alg_wc_ean_core_loaded`	The plugin core has finished loading its classes	`$core`
`alg_wc_ean_settings_saved`	A settings section is saved (drives export, import, and reset)	`$current_section`

Shortcodes

The free version registers these shortcodes. They share common attributes: `product_id`, `before`, `after`, `on_empty`, and (where relevant) `parent`.

Shortcode	Returns	Free/Pro
`[alg_wc_ean]`	The product's EAN	Free
`[alg_wc_ean_is_valid]`	Valid / Invalid EAN label	Free
`[alg_wc_ean_is_unique]`	Unique / Duplicated EAN label	Free
`[alg_wc_ean_product_attr]`	A product attribute (`attr`)	Free
`[alg_wc_ean_product_image]`	The product image (`output`, `size`)	Free

Shortcode	Returns	Free/Pro
`[alg_wc_ean_product_name]`	The product name or title (`type`)	Free
`[alg_wc_ean_product_sku]`	The product SKU	Free
`[alg_wc_ean_product_price]`	The product price (`type` , `raw`)	Free
`[alg_wc_ean_product_id]`	The product ID	Free
`[alg_wc_ean_product_author_id]`	The product author ID (`min_length`)	Free
`[alg_wc_ean_product_meta]`	A product meta value (`key`)	Free
`[alg_wc_ean_product_function]`	A `WC_Product` method result (`name`)	Free
`[alg_wc_ean_product_terms]`	Product terms (`taxonomy` , `return`)	Free
`[alg_wc_ean_if]`	Conditional content (`value1` , `operator` , `value2` , `then` , `else`)	Free
`[alg_wc_ean_if_product_cat]`	Content if the product is in a category (`in` , `not_in`)	Free
`[alg_wc_ean_if_product_tag]`	Content if the product has a tag (`in` , `not_in`)	Free
`[alg_wc_ean_barcode]`	A 1D barcode image (`content` , `w` , `h`)	Pro
`[alg_wc_ean_barcode_2d]`	A 2D barcode or QR code image	Pro
`[alg_wc_ean_barcode_base64]`	A 1D barcode as a base64 string	Pro
`[alg_wc_ean_barcode_2d_base64]`	A 2D barcode as a base64 string	Pro

Read a product's EAN in code

```
$ean = get_post_meta( $product_id, '_alg_ean', true );

// Or through the plugin's core helper (respects a custom meta key):
$ean = wpfactory_wc_ean()->core->get_ean( $product_id );
```

If you changed **Advanced > Meta key**, read the option first: `get_option( 'alg_wc_ean_meta_key', '_alg_ean' )`.

Need help?

If you are extending EAN for WooCommerce and a hook does not behave as expected, contact our team on the EAN for WooCommerce support forum with the hook name and a short code sample.



EAN FOR WOOCOMMERCE

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- Barcodes Missing or Extra Text on Printed EAN Labels
- EAN Template Placeholders and Shortcodes Reference
- Shortcode guide to EAN and Barcode
- How to Reset EAN Settings (Section or Whole Plugin)