EAN Template Placeholders and Shortcodes Reference

References · https://wpfactory.com/docs/ean-placeholders-shortcodes-reference/

This reference lists the template placeholders and shortcodes provided by EAN for WooCommerce, so you can control exactly where and how each product's EAN appears. Placeholders are used inside the plugin's own template fields; shortcodes work anywhere WordPress runs shortcodes.

Template placeholders

Placeholders are replaced with live values in the plugin's template boxes, such as **General > Single product page > Template**, the shop, cart, and order item table templates.

Placeholder	Replaced with	Where it works
`%ean%`	The product's EAN value.	Single product, shop, cart, and order item table templates.
`%new_line%`	A line break.	Plain text order item table template (emails only).

The default single product template is `EAN: %ean%`. You can also place shortcodes inside these template fields.

Core shortcodes (free)

The main shortcode outputs the EAN. Attributes shown are the most common; all shortcodes share `product_id`, `before`, `after`, and `on_empty`.

Shortcode	Outputs	Notable attributes
`[alg_wc_ean]`	The product's EAN.	`children="yes"`, `glue`
`[alg_wc_ean_is_valid]`	Whether a given EAN is valid.	`ean`, `valid_text`, `invalid_text`

Shortcode	Outputs	Notable attributes
`[alg_wc_ean_is_unique]`	Whether a given EAN is unique in the shop.	`ean`, `unique_text`, `duplicate_text`
`[alg_wc_ean_product_sku]`	The product SKU.	`parent`, `max_length`
`[alg_wc_ean_product_name]`	The product name or title.	`type` (name or title)
`[alg_wc_ean_product_price]`	The product price.	`type` (final, regular, sale), `raw`
`[alg_wc_ean_product_attr]`	A product attribute value.	`attr`
`[alg_wc_ean_product_meta]`	A product meta value.	`key`
`[alg_wc_ean_product_image]`	The product image, as an `img` tag or URL.	`output`, `size`, `width`, `height`
`[alg_wc_ean_product_id]`, `[alg_wc_ean_product_author_id]`	The product ID or its author ID.	`parent`, `min_length`
`[alg_wc_ean_product_terms]`	Product terms (categories, tags, or any taxonomy).	`taxonomy`, `return`
`[alg_wc_ean_if]`, `[alg_wc_ean_if_product_cat]`, `[alg_wc_ean_if_product_tag]`	Conditional output based on a comparison or category/tag.	`value1`, `operator`, `value2`, `then`, `else`

Barcode shortcodes (Pro)



EAN FOR WOOCOMMERCE

See every feature and the pricing on the EAN for WooCommerce plugin page.

View plugin →

Barcode output is a Pro feature. The **Barcodes** or **2D Barcodes** section does not need to be enabled for the shortcodes themselves to render.

Shortcode	Outputs	Notable attributes
`[alg_wc_ean_barcode]`	A 1D barcode image.	`content`, `w`, `h`, `color`, `add_text`, `template`
`[alg_wc_ean_barcode_2d]`	A 2D (QR-style) barcode image.	`content`, `w`, `h`, `color`
`[alg_wc_ean_barcode_base64]`, `[alg_wc_ean_barcode_2d_base64]`	The barcode as a base64 data string, for PDFs and exports.	`w`, `h`, `color`, `before`

Related

- Shortcode guide to EAN and barcodes for worked examples.
- Developer hooks and filters reference for filter names.

Need a hand?

Our team answers every ticket on the EAN for WooCommerce support forum.

Related articles

- EAN Barcode Generator: Developer Hooks and Filters Reference
- Shortcode guide to EAN and Barcode
- Barcodes Missing or Extra Text on Printed EAN Labels
- How to Reset EAN Settings (Section or Whole Plugin)
- Import and Export Product EANs with the WooCommerce CSV Tools