Add EAN and GTIN to the WooCommerce REST API

How to · https://wpfactory.com/docs/ean-rest-api/

Adding EAN to the WooCommerce REST API lets external systems (ERPs, mobile apps, point of sale, or your own scripts) read and search products and orders by their GTIN. EAN for WooCommerce exposes four free REST API options, all found in the **General** section.

This is a free feature.

Where to find it

Go to **WPFactory > EAN** (also reachable at **WooCommerce > Settings > EAN**), open the **General** section, and scroll to the **REST API** group.

Options

Label	Option ID	Default	What it does
Products: Add EAN to each product object	`alg_wc_ean_product_rest`	No	Adds the EAN to each product in product REST responses, for example `/wp-json/wc/v3/products/123`.
Products: Search by EAN	`alg_wc_ean_product_search_rest`	No	Enables the `ean` query parameter, for example `/wp-json/wc/v3/products?ean=7980441417892`.

Label	Option ID	Default	What it does
Orders: Add EAN to each order object	`alg_wc_ean_order_items_meta_rest`	No	Adds the EAN to each order in order REST responses, for example `/wp-json/wc/v3/orders/465`.
Orders: Search by EAN	`alg_wc_ean_order_items_meta_search_rest`	No	Enables the `ean` query parameter on orders, for example `/wp-json/wc/v3/orders?ean=7980441417892`.

Steps

1. Tick the options you need in the **REST API** group.
2. Click **Save changes**.
3. Call the WooCommerce REST API with your API keys. The EAN now appears in the response, and the `ean` parameter filters results.

> **Note:** to search orders by EAN, the **Orders > Add EAN to new order items meta** option (`alg_wc_ean_order_items_meta`) must be enabled first, so the EAN is stored on order items. You can also search products with the standard `search` parameter once frontend search is on.

Good to know

- The EAN is stored in product meta under the `_alg_ean` key, so other tools that read product meta can also use it.
- The meta key is configurable at **Advanced > Meta key** (`alg_wc_ean_meta_key`) if you need to match another system.



EAN FOR WOOCOMMERCE

REST API access is free. EAN for WooCommerce Pro adds 1D and 2D barcode images, PDF label printing, and extra identifier fields per product.

See what Pro unlocks →

Related articles

- Add EAN to Product Structured Data (GTIN for Google)
- How to Set Up EAN, UPC and GTIN Codes in WooCommerce
- Ensure Unique EAN/GTIN Codes: Avoid Duplicates
- EAN/GTIN Empty in Feeds After Mapping Custom Attribute
- How to Reset EAN Settings (Section or Whole Plugin)