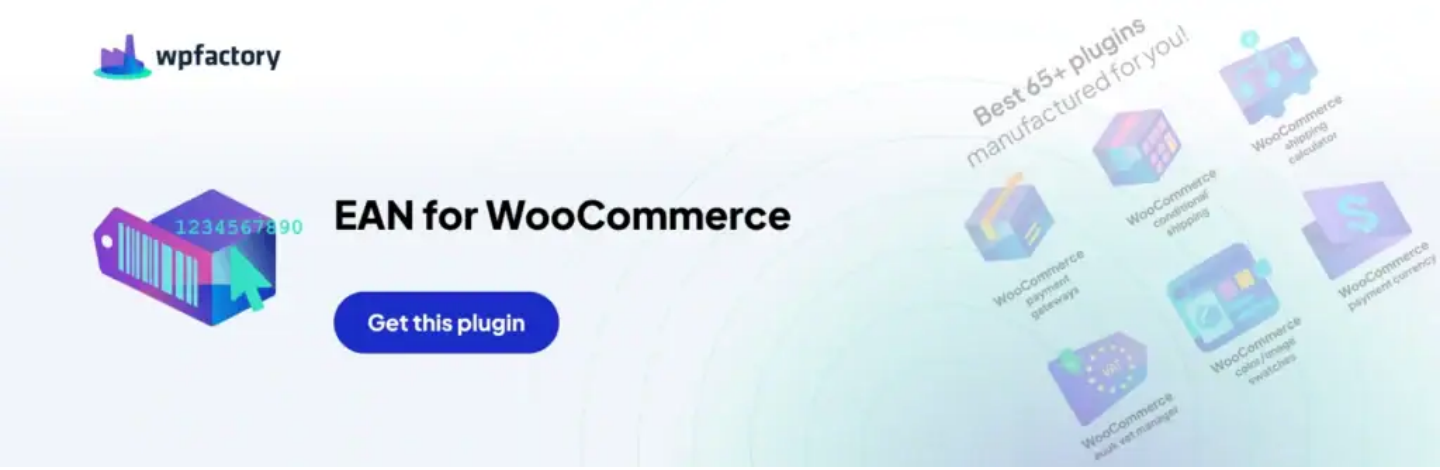
How to Set Up EAN, UPC and GTIN Codes in WooCommerce

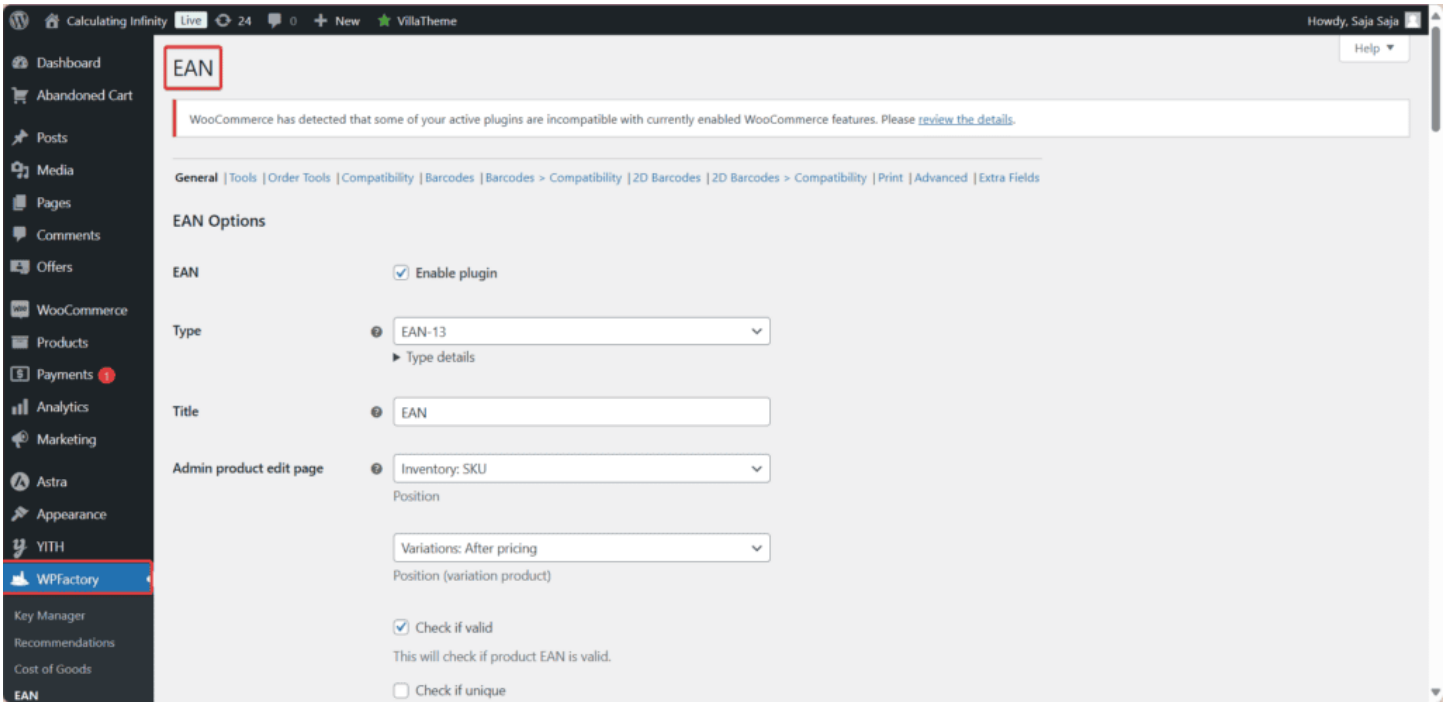
How to · https://wpfactory.com/docs/use-ean-upc-gtin/

To set up EAN, UPC and GTIN codes in WooCommerce, install EAN for WooCommerce and go to WPFactory > EAN (also reachable at WooCommerce > Settings > EAN). In the General section, pick the Type, such as EAN-13, UPC-A or Automatic, then set the field title, position and validation options. The plugin is enabled by default.



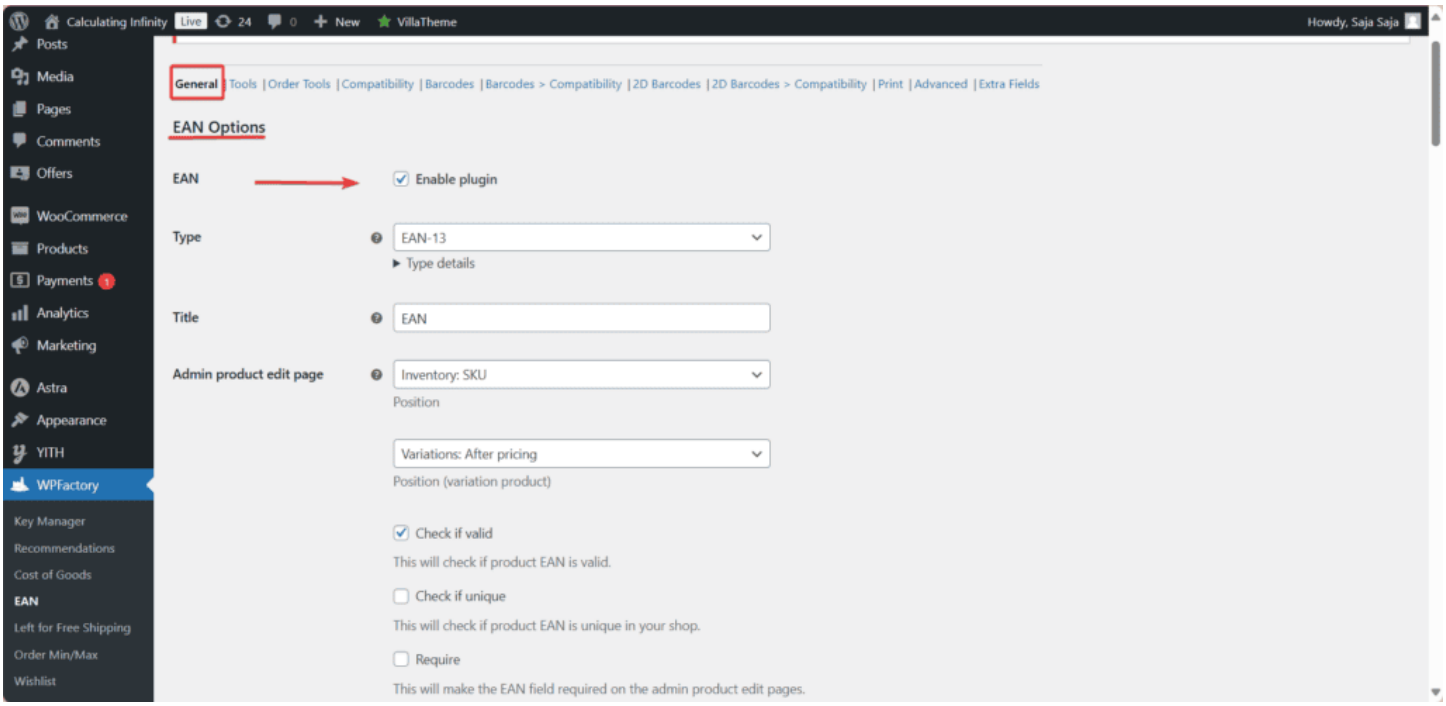
Step 1: Install and open the settings

Install and activate the plugin (see Installing the EAN for WooCommerce plugin). Then go to **WPFactory > EAN** (also reachable at **WooCommerce > Settings > EAN**).



Step 2: General options

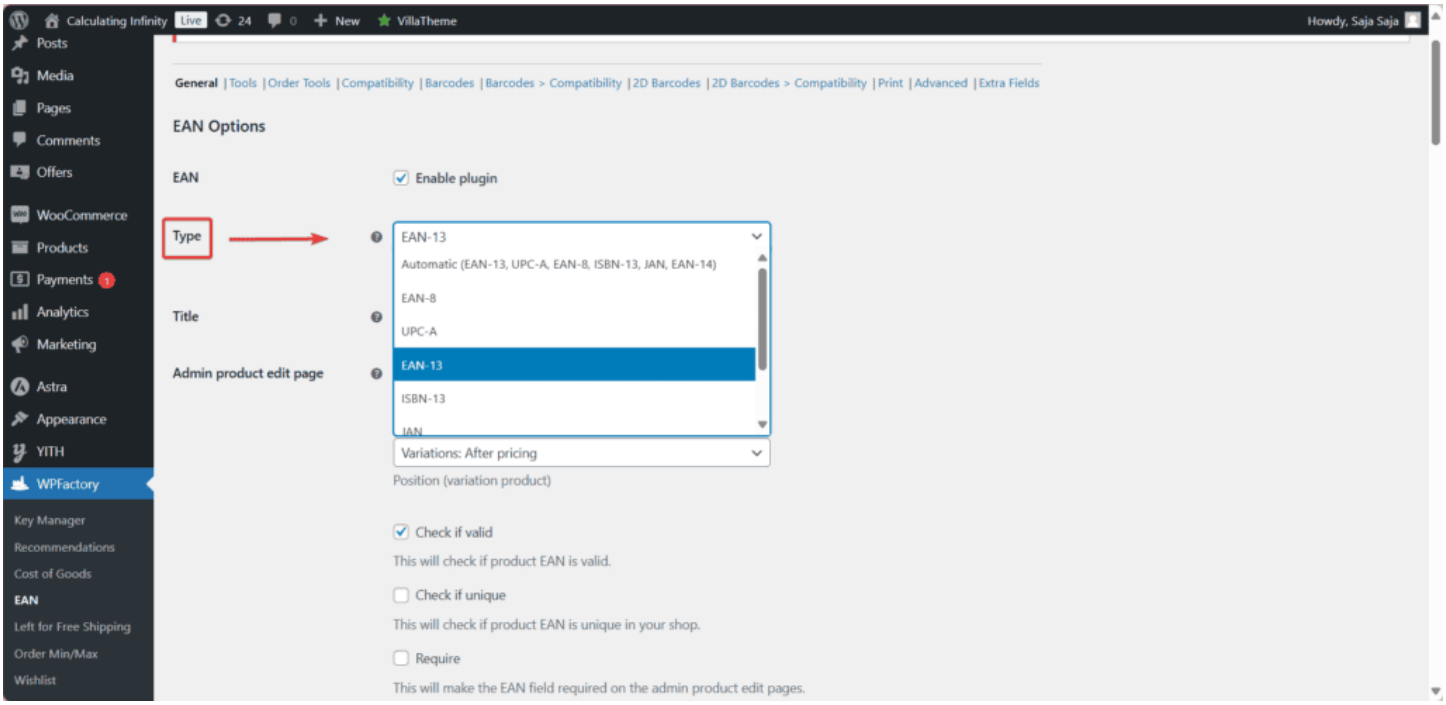
The plugin is enabled by default. The **Enable plugin** checkbox (option `alg_wc_ean_plugin_enabled`, default **Yes**) at the top of the **General** section is the master switch.



Type

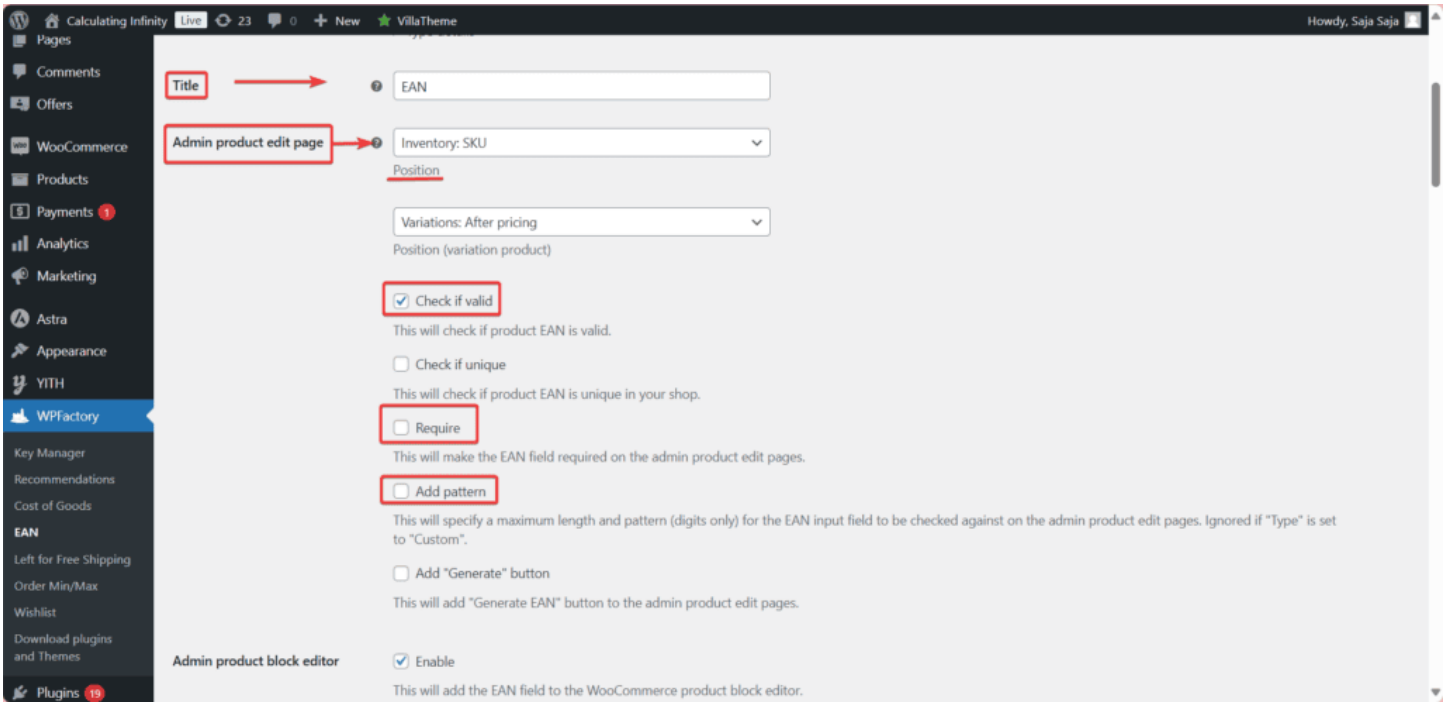
Set the identifier standard used for validation, input pattern, structured data, and 1D barcodes (option `alg_wc_ean_type`, default **EAN-13**). Choose **Automatic** to detect the type from the code length, or pick a specific one:

- **EAN-8:** 8 digits, for small items.
- **UPC-A:** 12 digits, common in the United States.
- **EAN-13:** 13 digits, the most common global standard.
- **ISBN-13:** 13 digits, for books (prefixed 978 or 979).
- **JAN:** a 13-digit EAN-13 subset used in Japan (prefixed 45 or 49).
- **EAN-14:** 14 digits, for trade item packaging levels.
- **Custom:** any of the 128 ASCII characters.



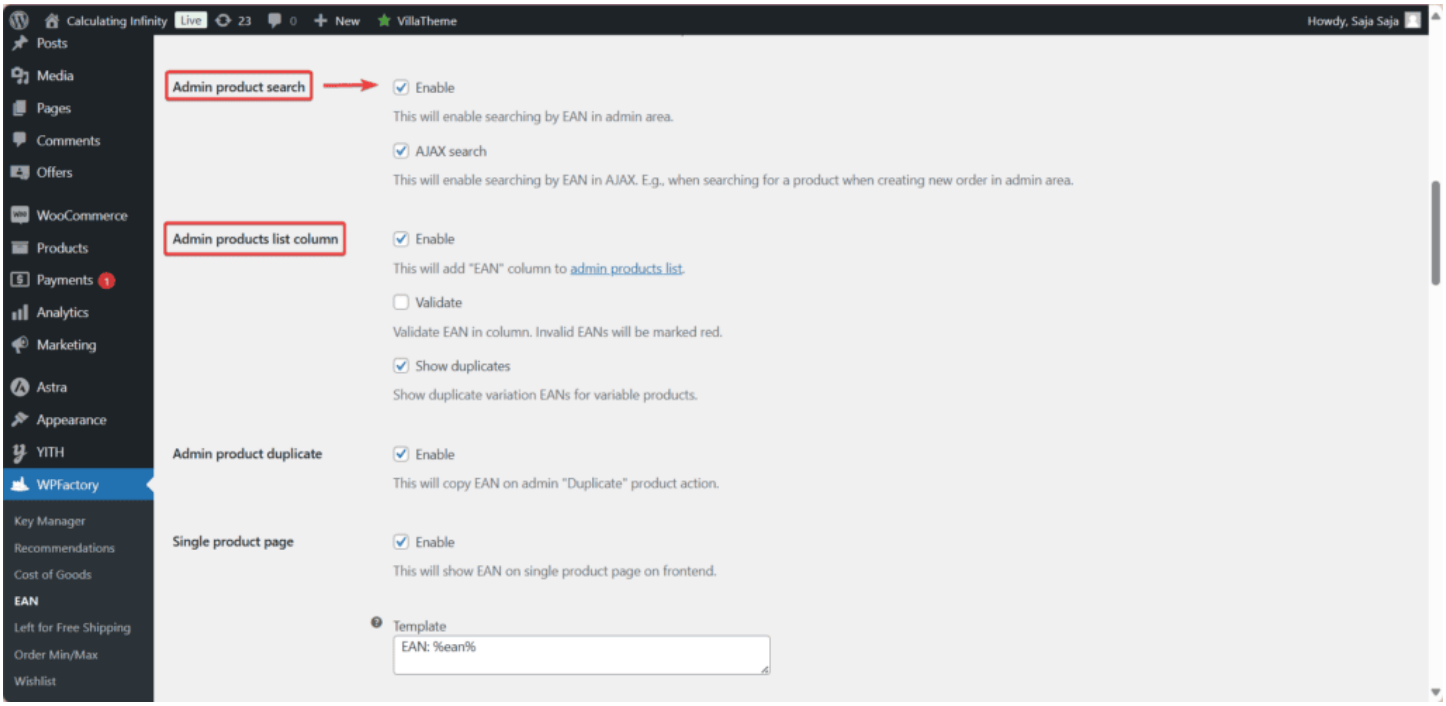
Title and field position

Title (option `alg_wc_ean_title`, default **EAN**) is the label used for the field on the product edit screen and in the products list column. **Admin product edit page > Position** (option `alg_wc_ean_backend_position`, default **Inventory: SKU**) sets which product data tab the field appears under: General, Inventory, Inventory: SKU, or Advanced. A separate option sets the position for variations.



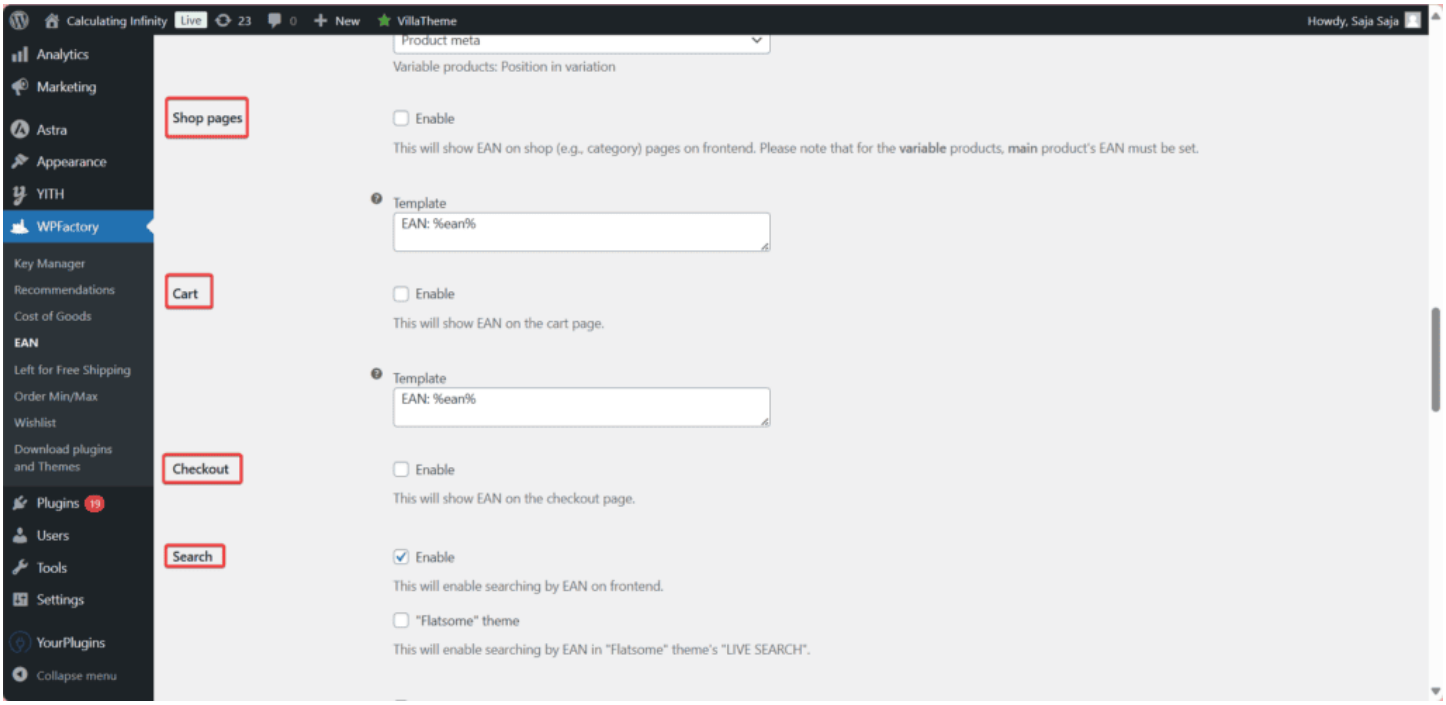
Validation, search and column

- **Check if valid** (`alg_wc_ean_backend_is_valid`, default **Yes**) verifies the check digit as you edit a product.
- **Check if unique** (`alg_wc_ean_backend_is_unique`, default **No**) warns if the EAN already exists on another product.
- **Require** (`alg_wc_ean_required`, default **No**) makes the EAN field mandatory.
- **Admin product search** (`alg_wc_ean_backend_search`, default **Yes**) lets you find products by EAN in the admin.
- **Admin products list column** (`alg_wc_ean_backend_column`, default **Yes**) adds an EAN column to the products list.



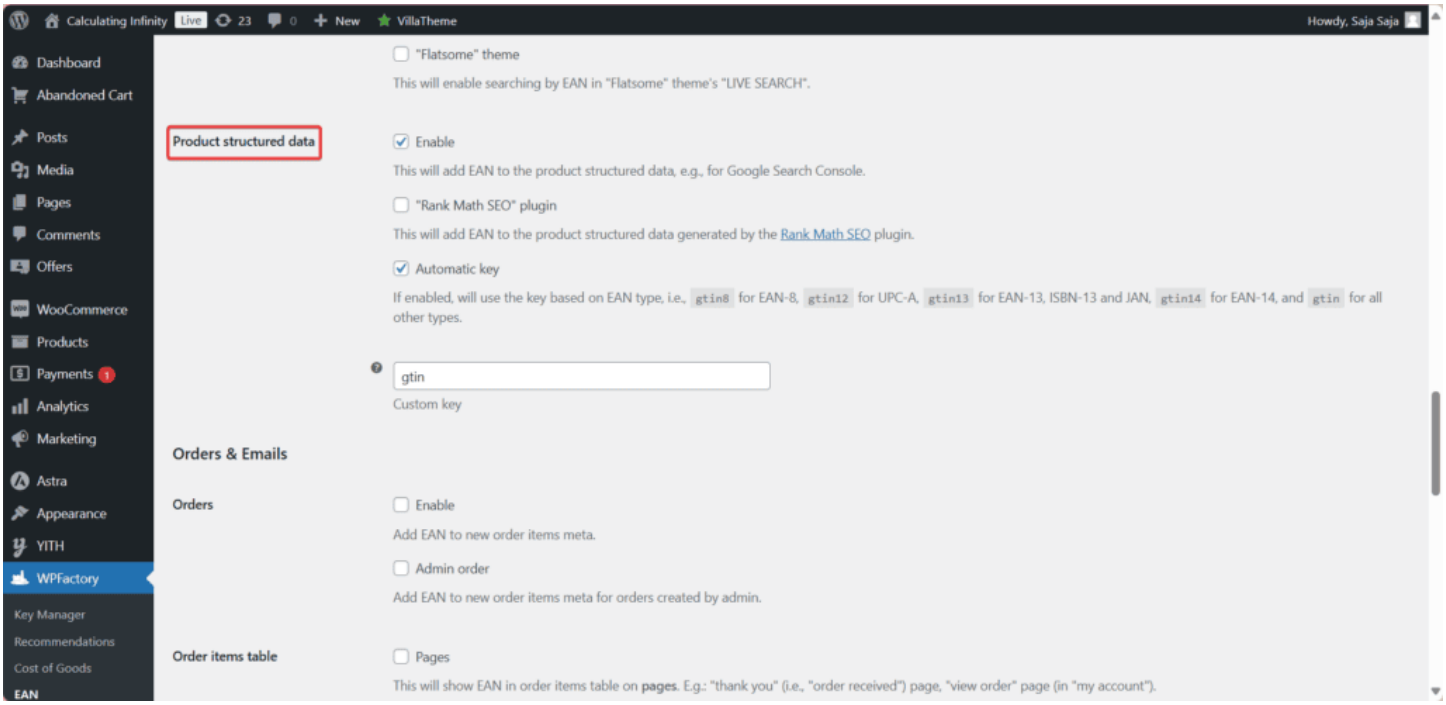
Frontend display

Single product page (`alg_wc_ean_frontend`, default **Yes**) shows the EAN on product pages, with a customizable template and positions. Separate toggles let you show the EAN on **Shop pages**, **Cart**, and **Checkout**, and enable **Search** by EAN on the frontend.



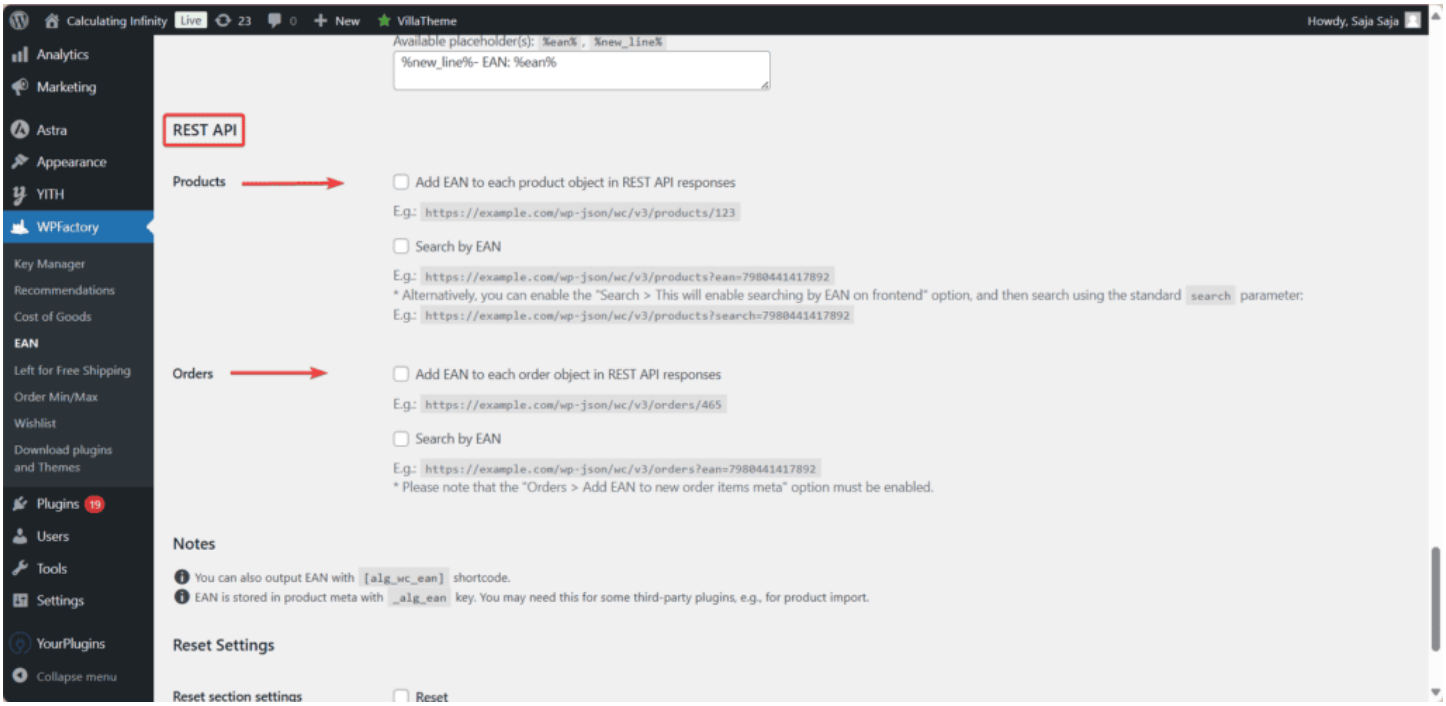
Product structured data

Product structured data (`alg_wc_ean_frontend_product_structured_data` , default **Yes**) adds the EAN to your product schema, for example the `gtin13` property, so search engines like Google can read it. See Add GTIN to product structured data for Google.



Orders, emails and REST API

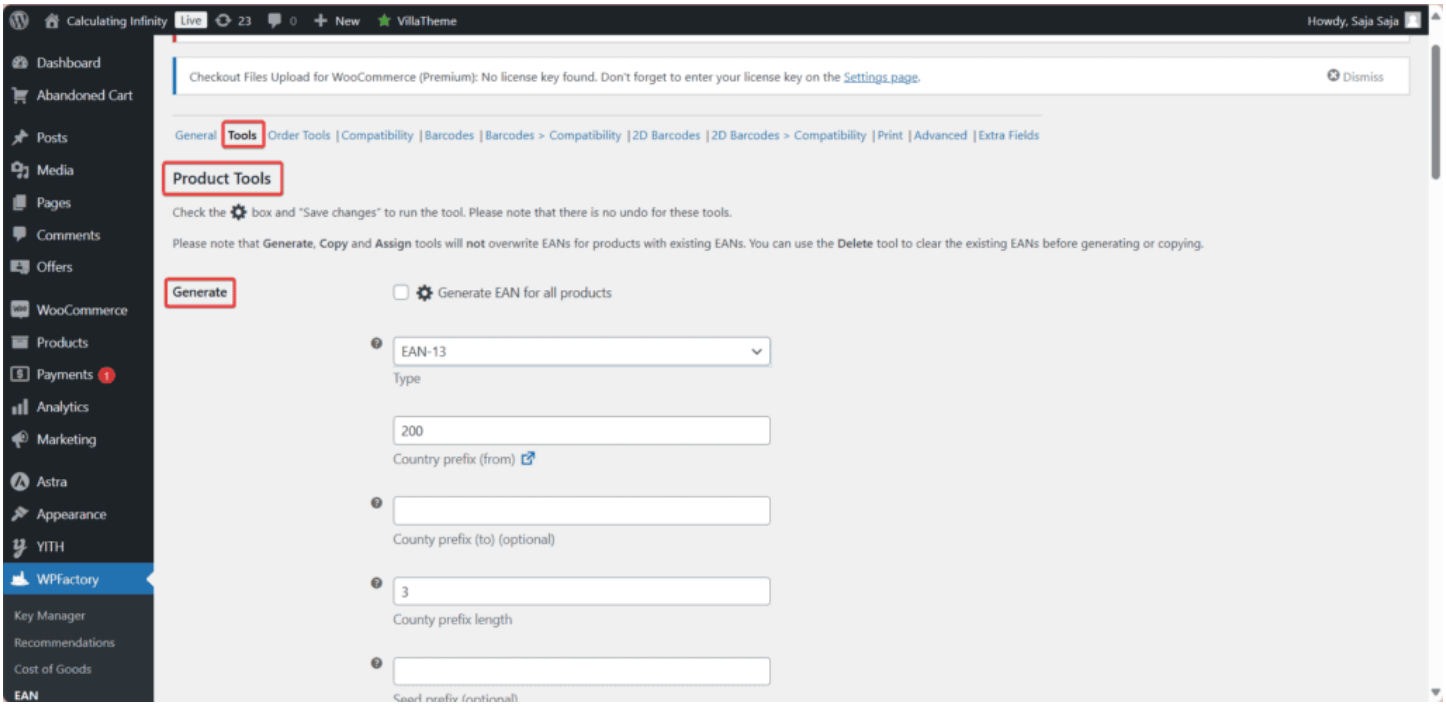
Further down the **General** section you can add the EAN to new order item meta, show it in the order items table on pages and emails, and expose it through the WooCommerce REST API for products and orders. See Show EAN in orders and emails and Add EAN to the WooCommerce REST API.



Step 3: Product tools

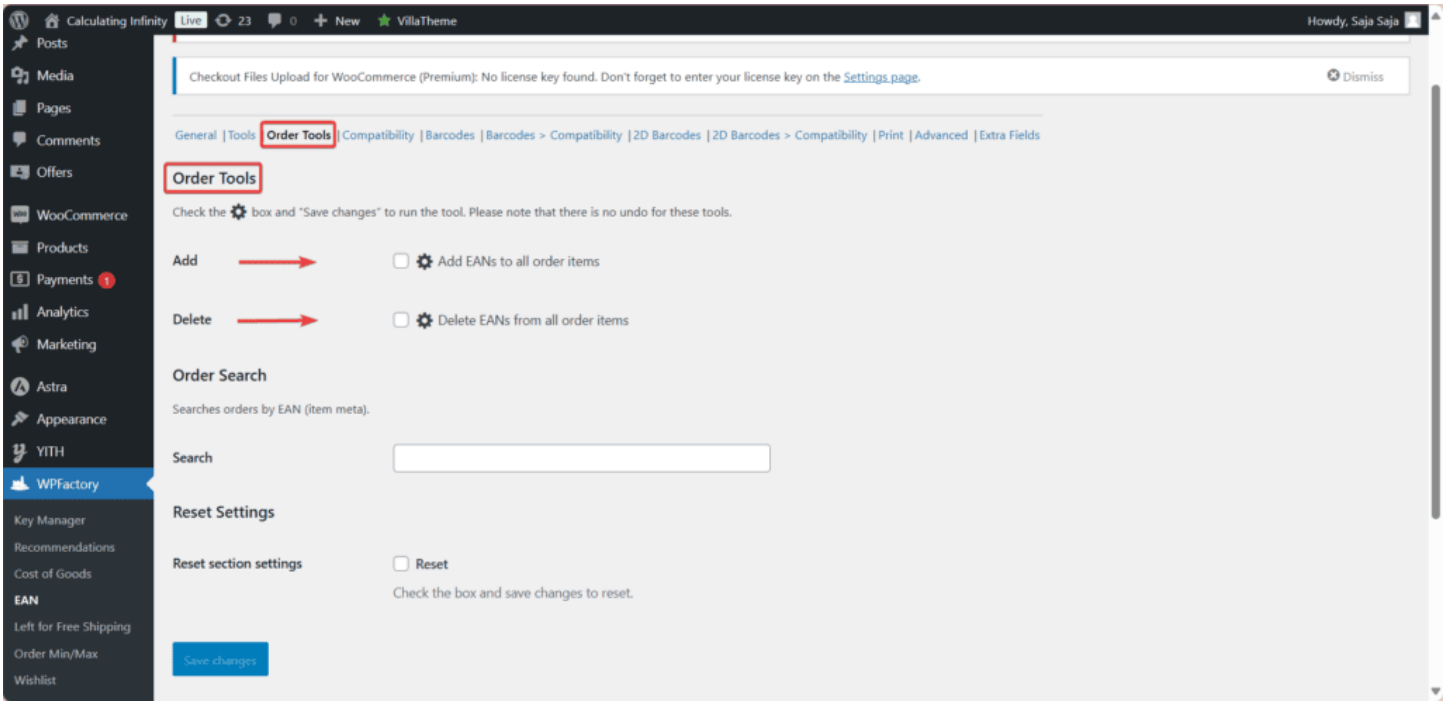
The **Tools** section runs bulk actions across all products: **Generate**, **Copy from** SKU, ID, meta, or attribute, **Assign from the list**, **Delete**, **Copy to** SKU, meta, or attribute, and **Get stats**. Check a tool's box and click **Save changes** to run it. There is no undo, so back up first.

> **Note:** the Generate, Copy, and Assign tools will not overwrite existing EANs. Use the Delete tool first if you want to replace them.



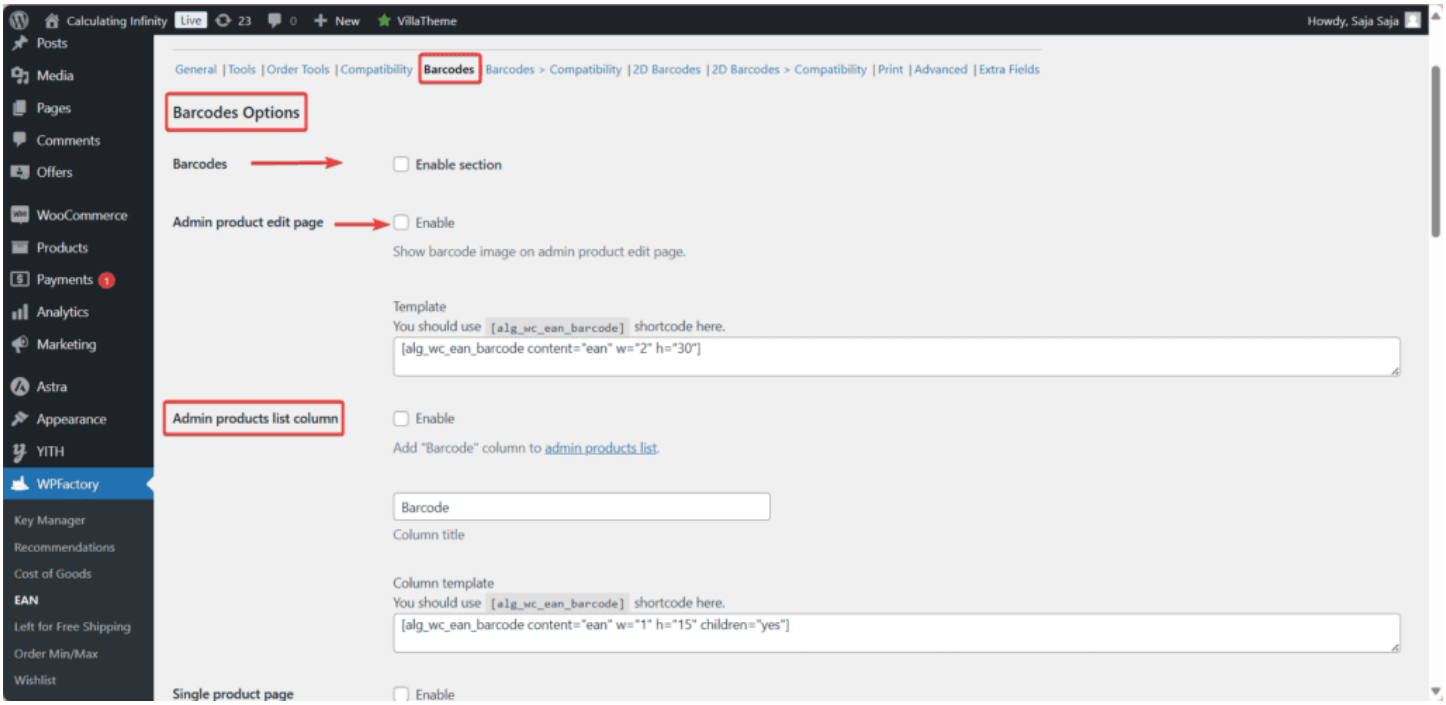
Step 4: Order tools

The **Order Tools** section adds or deletes EANs on all existing order items, and searches orders by the EAN stored in item meta.



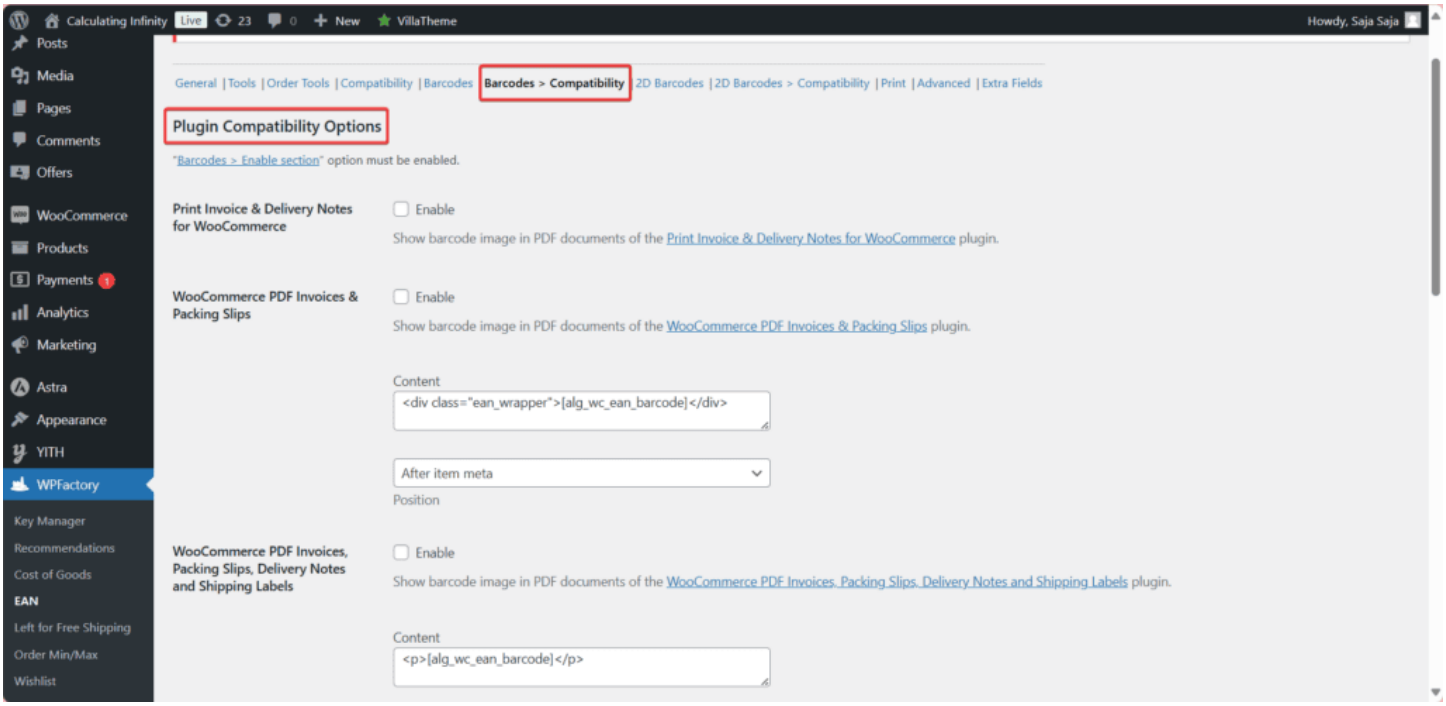
Step 5: Barcodes (Pro)

Enable the **Barcodes** section (Pro) to render scannable 1D barcode images from each product's EAN on the product edit page, products list column, single product page, shop pages, cart, orders, and emails. The **2D Barcodes** section (Pro) does the same with QR codes, Datamatrix, or PDF417.



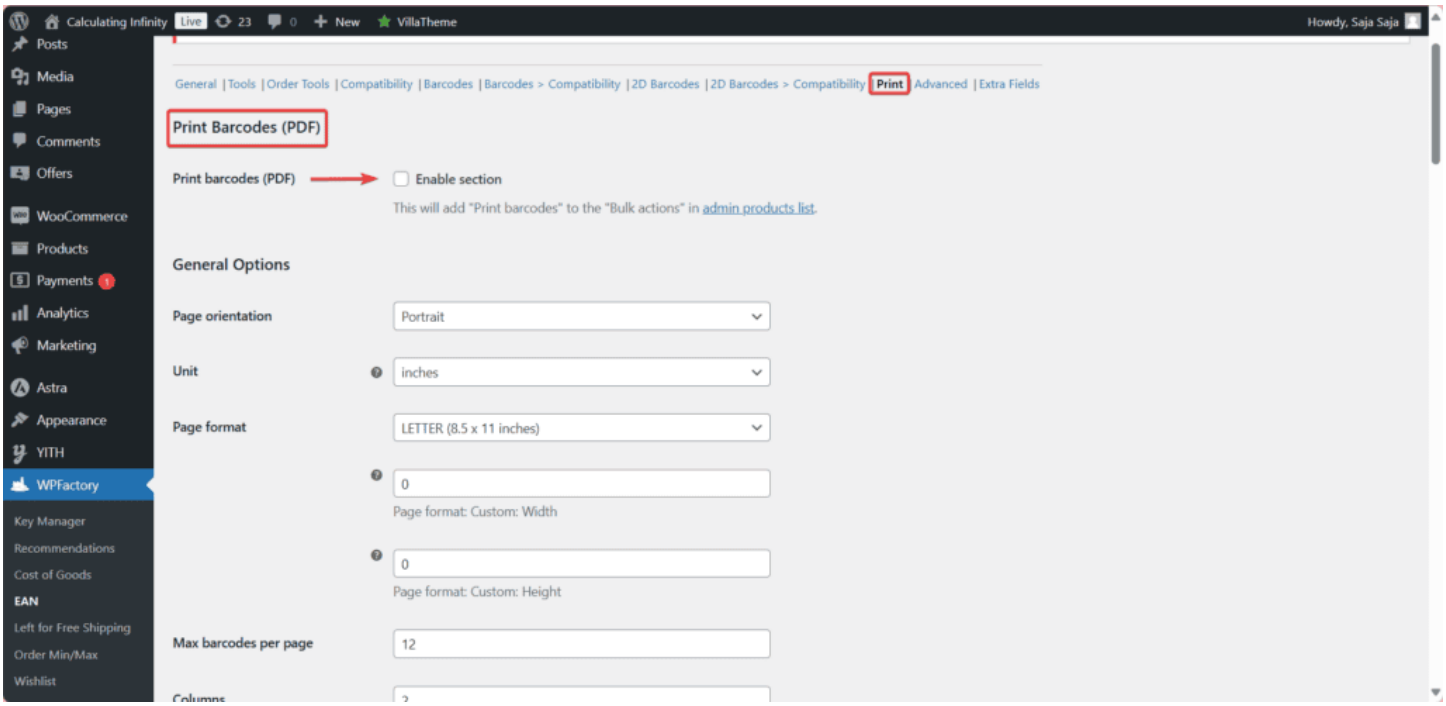
Step 6: Compatibility

The **Compatibility** section adds the EAN to other plugins you already use, such as Google Listings & Ads, Google Product Feed, Point of Sale, Dokan, WCFM, and the major PDF invoice plugins.



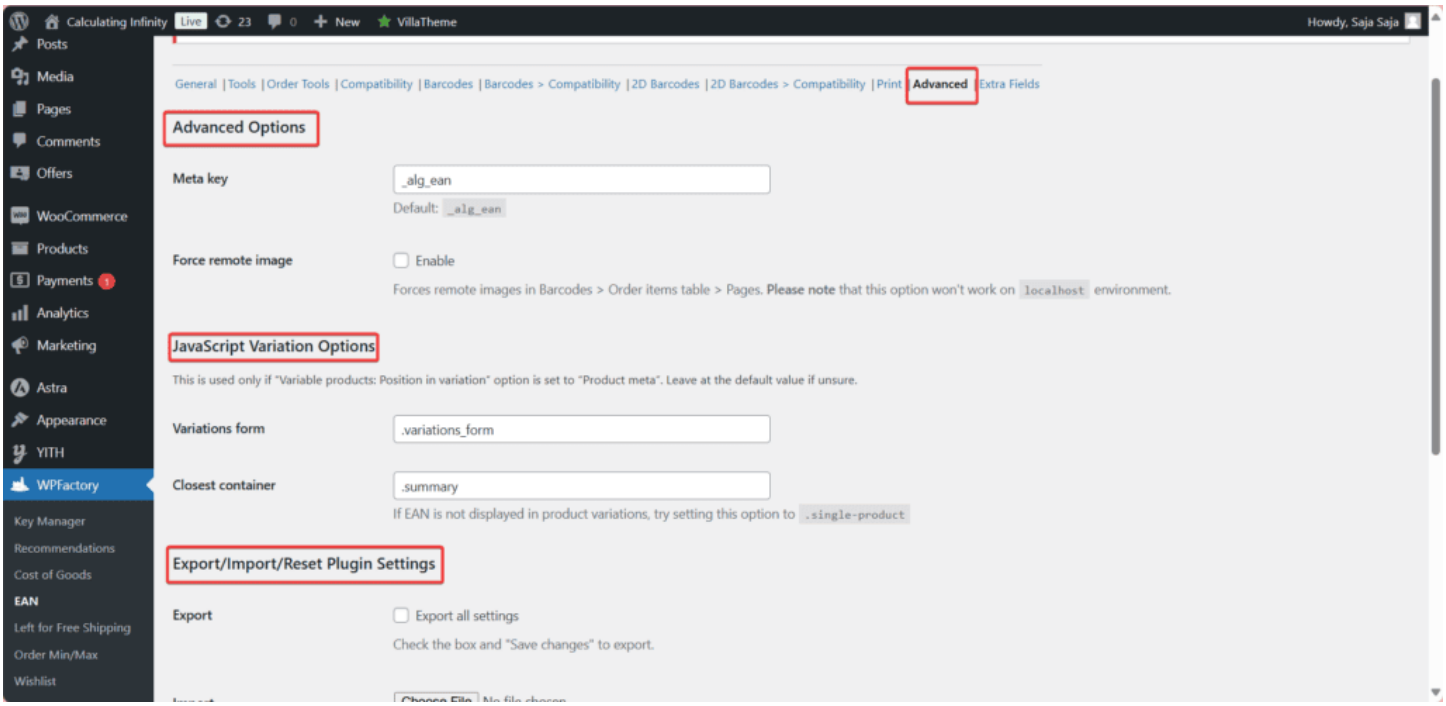
Step 7: Print barcodes to PDF (Pro)

The **Print** section (Pro) generates PDF sheets of barcode labels with full control over page size, orientation, columns, cell size, margins, font, and template. See How to use the Print Barcodes (PDF) tool.



Step 8: Advanced and extra fields

The **Advanced** section holds the **Meta key** (option `alg_wc_ean_meta_key`, default `_alg_ean`), the force-remote-image toggle, JavaScript variation selectors, and settings export, import, and reset. The **Extra Fields** section (Pro) lets you add more identifier fields per product, such as MPN, alongside the main EAN.



EAN FOR WOOCOMMERCE

Saving, searching, and displaying EANs is free. EAN for WooCommerce Pro adds 1D and 2D barcode images, PDF label printing, and multiple extra fields per product.

See what Pro unlocks →

Related articles

- Ensure Unique EAN/GTIN Codes: Avoid Duplicates

- Add EAN to Product Structured Data (GTIN for Google)
- Add EAN and GTIN to the WooCommerce REST API
- EAN/GTIN Empty in Feeds After Mapping Custom Attribute
- How to Reset EAN Settings (Section or Whole Plugin)