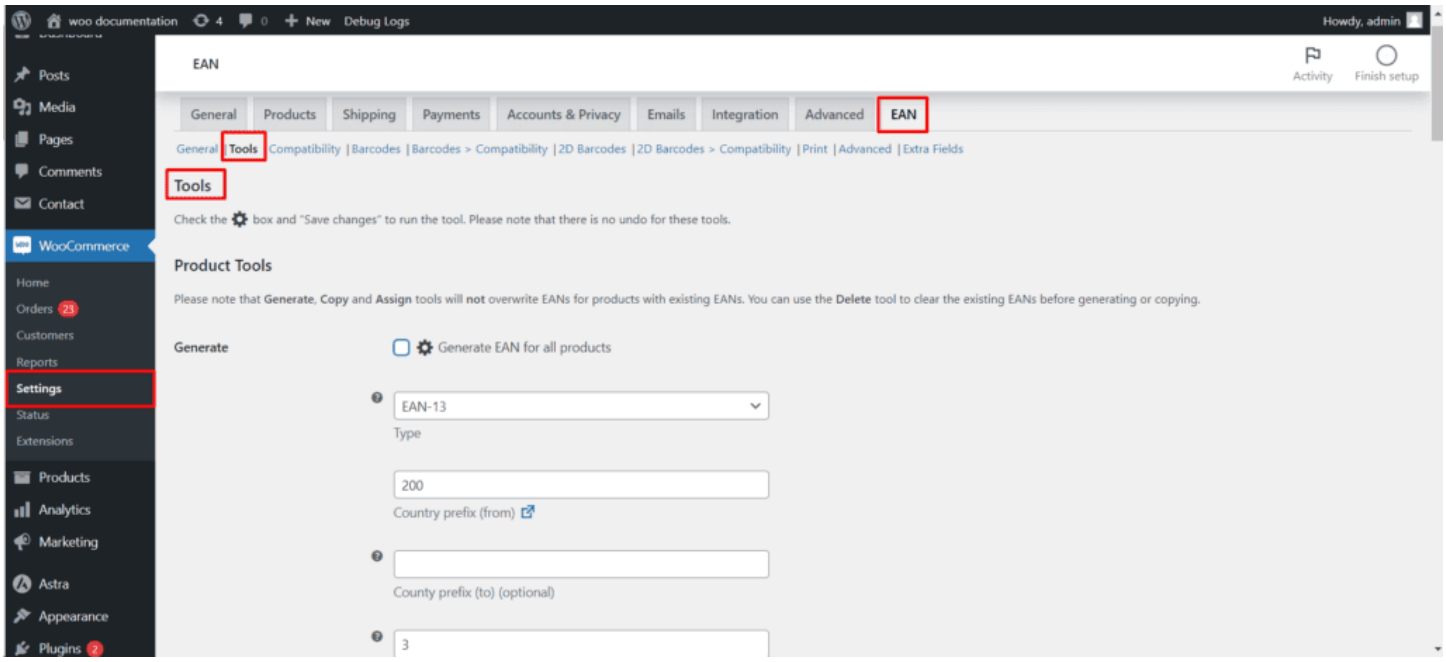
Managing Product EANs and Choosing a Type

How to · https://wpfactory.com/docs/woocommerce-ean-management/

To choose an EAN type in EAN for WooCommerce, go to WPFactory > EAN (also reachable at WooCommerce > Settings > EAN), open the General section, and set Type (default EAN-13), or pick Automatic for mixed catalogs. To add a code to a product, open it and fill in the EAN field, which sits in the Inventory tab by default.



Where to set the type

Go to **WPFactory > EAN** (also reachable at **WooCommerce > Settings > EAN**) and open the **General** section. The **Type** option (`alg_wc_ean_type` , default **EAN-13**) controls validation, the input pattern, structured data, and 1D barcodes.

Supported EAN and GTIN types

Type	Length	Typical use
Automatic	Detected	Picks EAN-13, UPC-A, EAN-8, ISBN-13, JAN, or EAN-14 by length

Type	Length	Typical use
EAN-8	8	Small items
UPC-A	12	Most common in the United States
EAN-13	13	Most common global standard
ISBN-13	13	Books (prefix 978 or 979)
JAN	13	Japan (prefix 45 or 49)
EAN-14	14	Trade item packaging levels
Custom	Any	Any of the 128 ASCII characters

Choosing the right type

- Pick **Automatic** if your catalog mixes standards or you are unsure.
- Pick a specific type if all your codes follow one format, so validation is stricter.

Assigning an EAN to a product

1. Open a product for editing.
2. Find the **EAN** field. By default it sits in the **Inventory** tab next to the SKU (option `alg_wc_ean_backend_position`, default **Inventory: SKU**). You can move it to General, Inventory, or Advanced.
3. Type the code. With **Check if valid** enabled, the plugin verifies the check digit as you type.
4. Save the product.

> **Note:** for variable products, set the EAN on each variation. If a variation has no EAN, the plugin falls back to the parent product's EAN.

Where the EAN is stored

The EAN is saved in product meta under the key `_alg_ean` (configurable at **Advanced > Meta key**, option `alg_wc_ean_meta_key`). Use this key when importing, exporting, or mapping product feeds.



EAN FOR WOOCOMMERCE

Storing and validating EANs is free. EAN for WooCommerce Pro adds barcode images, PDF label printing, and extra identifier fields such as MPN.

See what Pro unlocks →

Related articles

- Import and Export Product EANs with the WooCommerce CSV Tools
- Add EAN to Product Structured Data (GTIN for Google)
- How to Generate EANs for All Products
- Bulk EAN Management with the Product Tools
- Automate EANs with Product Actions and Bulk Actions