Get With the Times with COLAs Online

Presented by
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Advertising, Labeling and Formulation Division

5/2008

COLAs Online

- Overview
- Advantages of e-Filing
- How to Submit
- Tips
- Resources

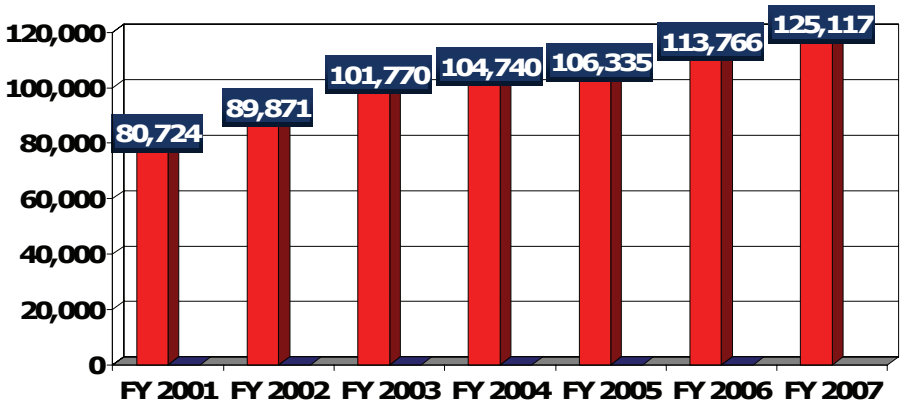
Alcohol and Tobacco Tax and Trade Bureau

COLAs Online

- A streamlined, expedient, paperless, Internet-based system.
- Allows authenticated Industry Members (IM) to electronically submit Certificate of Label Approval (COLA) applications to the Advertising, Labeling and Formulation Division (ALFD).
- Allows ALFD to electronically review and return a label application to an IM whether it is approved, needs correction, or rejected.

Alcohol and Tobacco Tax and Trade Bureau

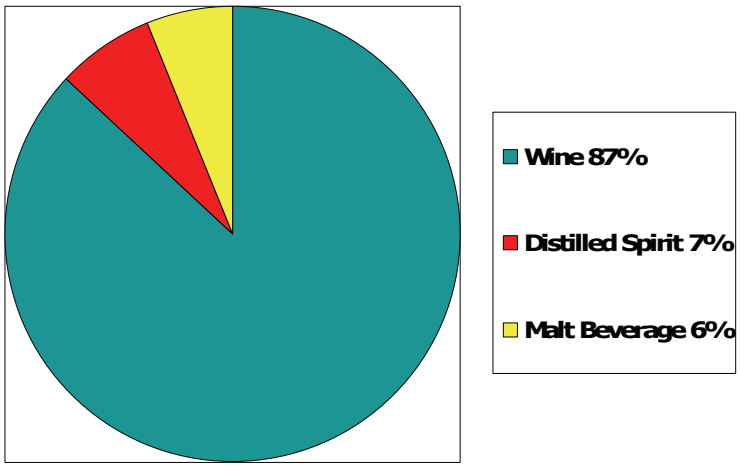
COLAs Application Growth



Since 2001, the number of applications received has increased 55%.

Alcohol and Tobacco Tax and Trade Bureau

Label Applications by Commodity for FY 2007



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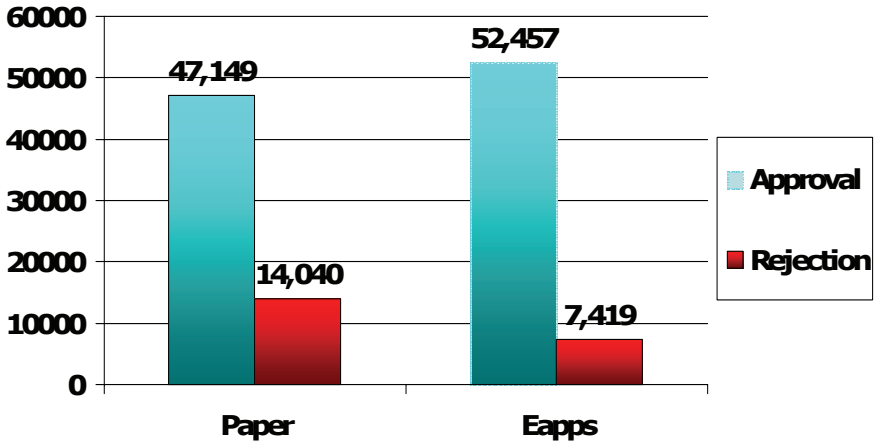
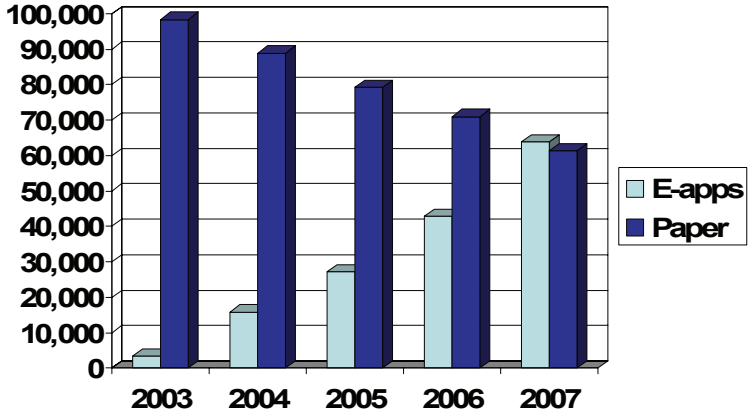
Approvals vs. Rejections 2007



Alcohol and Tobacco Tax and Trade Bureau

TTB Expo

Application Submissions



In FY 2007, 51% of applications were filed electronically.

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How Can COLAs Online Help You Run Your Business More Efficiently?

COLAs Online Advantages

- Less time to obtain a COLA approval: E-applications are processed in half the time of paper applications.
- E-mail confirmation upon submission of application.
- Fewer rejections received for omissions of data, as the system will not allow you to submit incomplete applications.
- Ability to track the status of your e-applications throughout the entire process.

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COLAs Online Advantages (Cont'd)

- No outright rejections: Using e-apps gives you the opportunity to make corrections within 15 calendar days after receiving the correction notice.
- Corrected e-applications that have been resubmitted will receive priority.
- The same qualifications that you receive on paper applications are being used for an even faster turnaround time for e-apps.
- 23/7 access to the system. (Daily routine maintenance is from 4 a.m. to 5 a.m. EST)

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Getting Started in COLAs Online

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COLAs Online Role Options

- **Two Role Options**
  - **Submitter w/ signing authority** allows the user to employ all options that are available, i.e., submitting, correcting, and maintaining a data base of all e-apps sent in for approval.
  - **Preparer/ Reviewer** role allows user to ONLY prepare the e-app for the Submitter w/ signing authority to send off to TTB for review.

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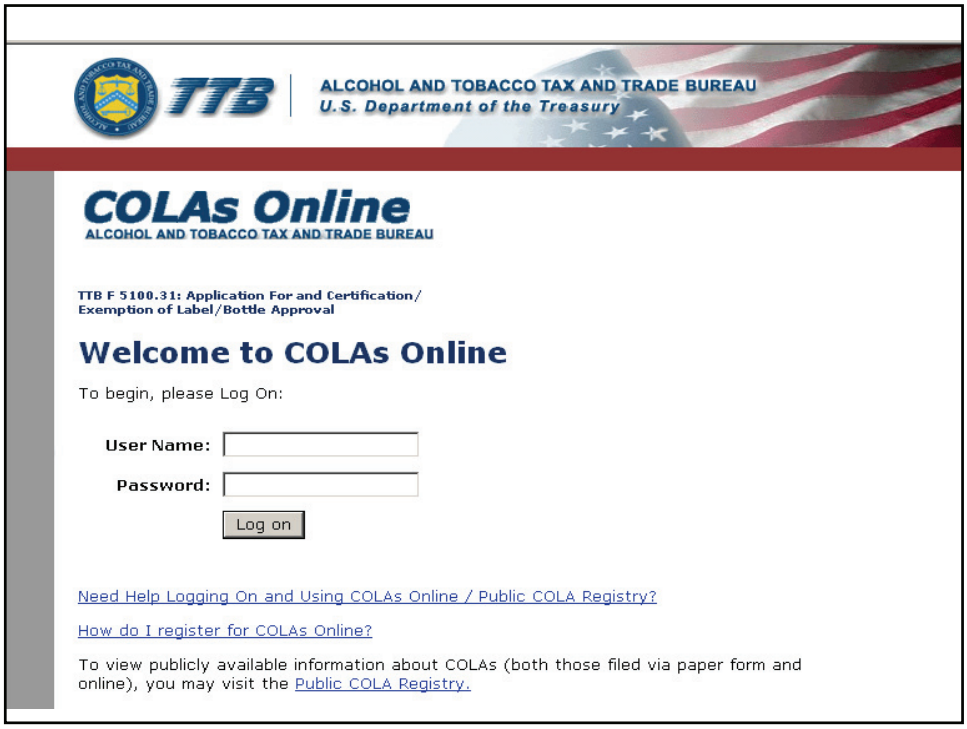
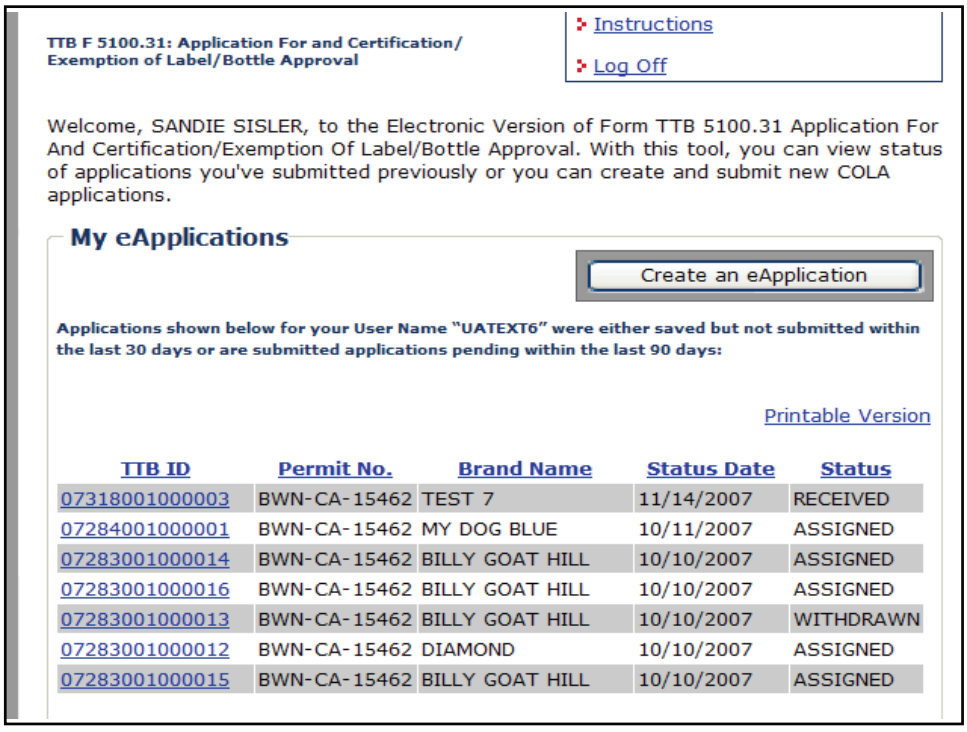

TTB
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
U.S. Department of the Treasury
COLAs Online
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
TTB F 5100.31: Application For and Certification/
Exemption of Label/Bottle Approval
Welcome to COLAs Online
To begin, please Log On:
User Name:
Password:
Log on
Need Help Logging On and Using COLAs Online / Public COLA Registry?
How do I register for COLAs Online?
To view publicly available information about COLAs (both those filed via paper form and online), you may visit the Public COLA Registry.


TTB F 5100.31: Application For and Certification/
Exemption of Label/Bottle Approval
Instructions
Log Off
Welcome, SANDIE SISLER, to the Electronic Version of Form TTB 5100.31 Application For And Certification/Exemption Of Label/Bottle Approval. With this tool, you can view status of applications you've submitted previously or you can create and submit new COLA applications.
My eApplications
Create an eApplication
Applications shown below for your User Name "UATEXT6" were either saved but not submitted within the last 30 days or are submitted applications pending within the last 90 days:
Printable Version
TTB ID | Permit No. | Brand Name | Status Date | Status
07318001000003 | BWN-CA-15462 | TEST 7 | 11/14/2007 | RECEIVED
07284001000001 | BWN-CA-15462 | MY DOG BLUE | 10/11/2007 | ASSIGNED
07283001000014 | BWN-CA-15462 | BILLY GOAT HILL | 10/10/2007 | ASSIGNED
07283001000016 | BWN-CA-15462 | BILLY GOAT HILL | 10/10/2007 | ASSIGNED
07283001000013 | BWN-CA-15462 | BILLY GOAT HILL | 10/10/2007 | WITHDRAWN
07283001000012 | BWN-CA-15462 | DIAMOND | 10/10/2007 | ASSIGNED
07283001000015 | BWN-CA-15462 | BILLY GOAT HILL | 10/10/2007 | ASSIGNED

Status Fields

- **Received** - You have successfully uploaded your application.
- **Assigned -** A specialist has your application in his/her inbox and it should be processed soon.
- **Hold for Research -** The specialist needs to research this application further.
- **In Review -** This e-app is with a Quality Assurance Specialist or the application has been sent back to the specialist for further review.

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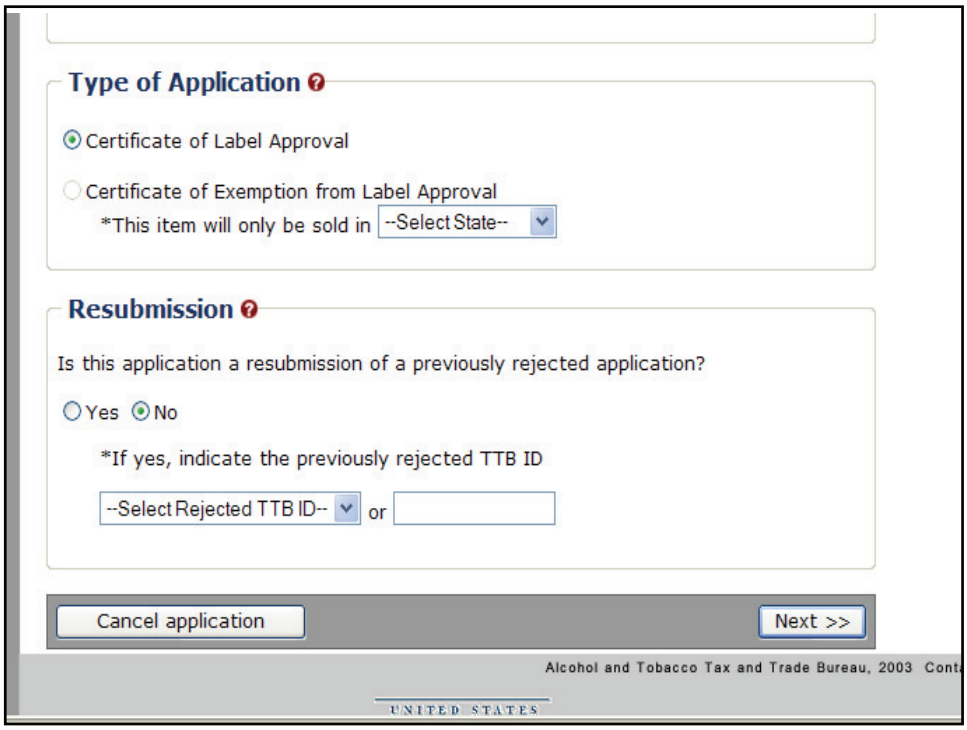
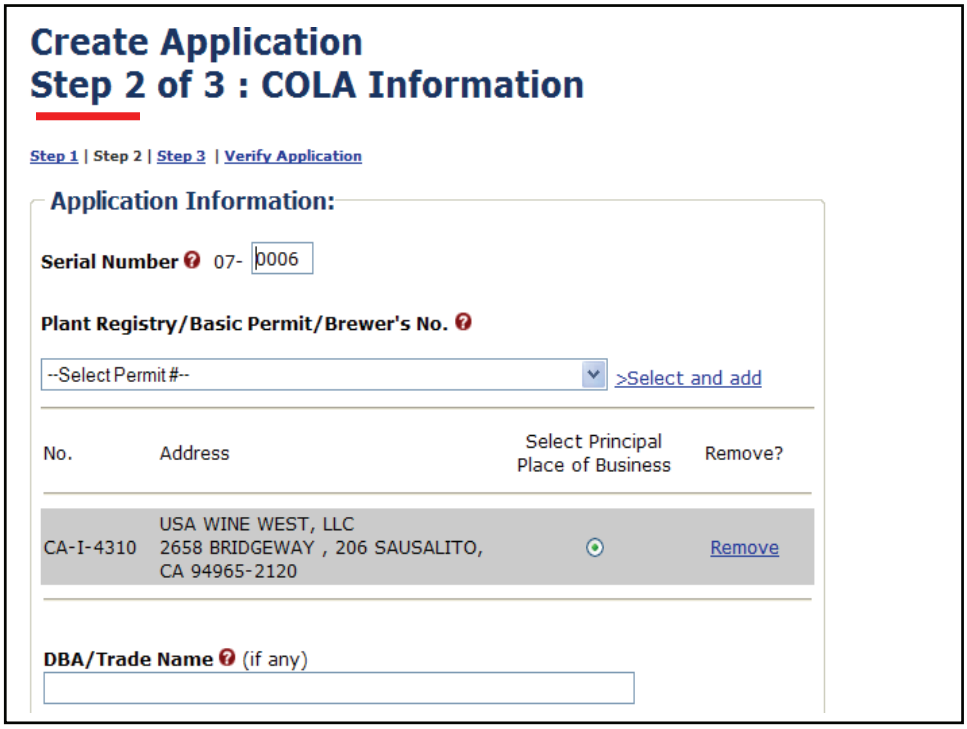
Status Fields (Cont'd)

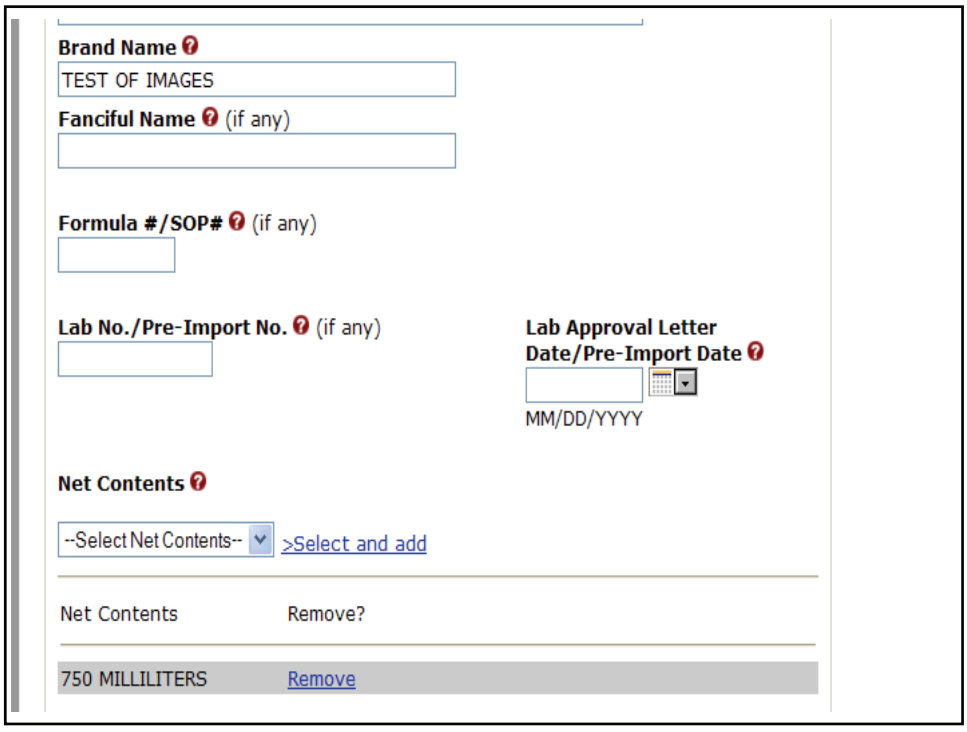
- **Needs Correction -** You have corrections that need to be made before you will receive approval.
- **Approved -** Yippee! You did it. You now have an approved COLA and can print off the printable version.
- **Rejected -** Oops. You either waited too long to make changes to the corrections (>15 days) or, **in some cases**, you have ignored the recommended corrections one too many times and we had to reject the label.

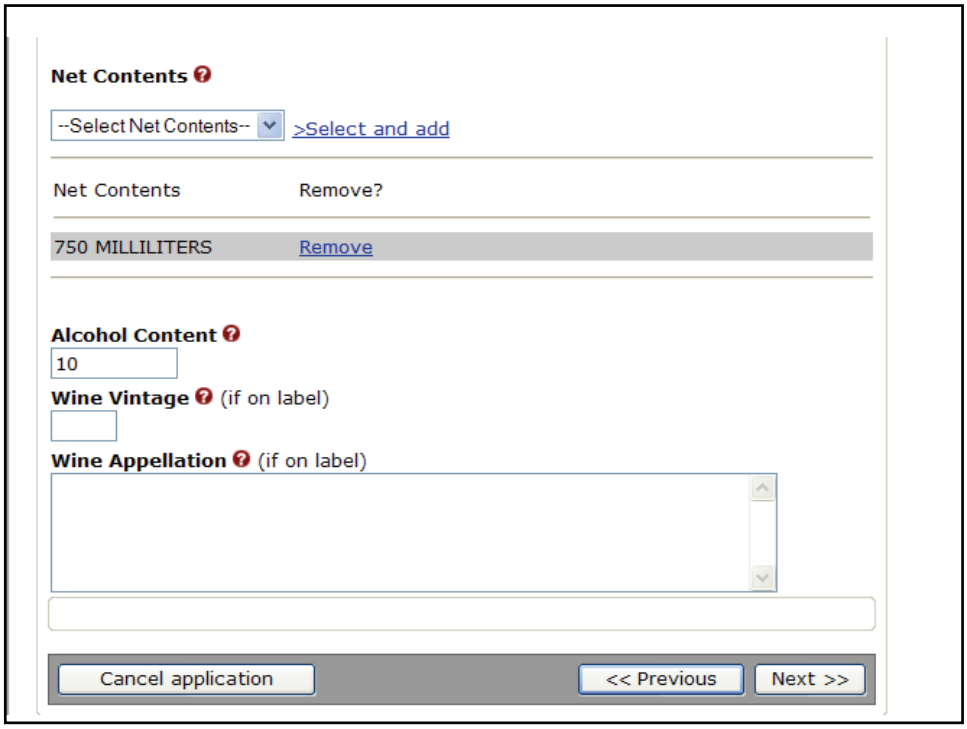
Alcohol and Tobacco Tax and Trade Bureau

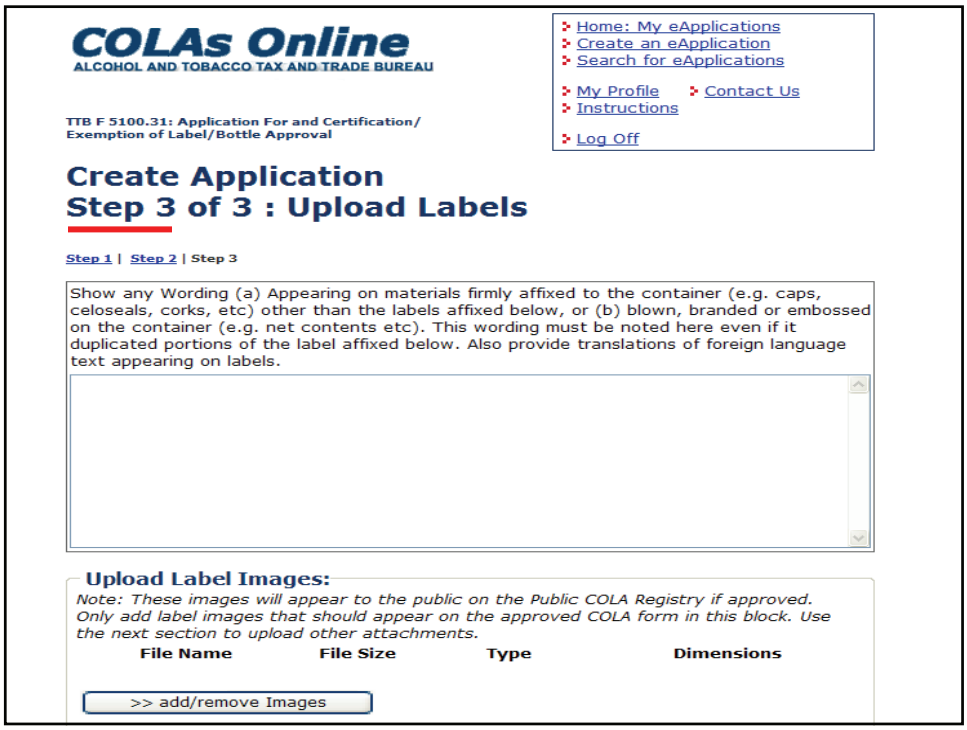
Create Application
Step 1 of 3: Application Type
Step 1 | Step 2 | Step 3 | Verify Application
Note: If your previously approved label has changed, you may not need a new COLA.
Check the list of acceptable changes that do not require a new COLA.
Type of Product
Wine
Domestic SAKE Application
Distilled Spirit
Malt Beverage
Source of Product
Domestic
Imported


Type of Application
Certificate of Label Approval
Certificate of Exemption from Label Approval
*This item will only be sold in --Select State--
Resubmission
Is this application a resubmission of a previously rejected application?
Yes No
*If yes, indicate the previously rejected TTB ID
--Select Rejected TTB ID-- or
Cancel application
Next >>
Alcohol and Tobacco Tax and Trade Bureau, 2003
UNITED STATES


Create Application
Step 2 of 3 : COLA Information
Step 1 | Step 2 | Step 3 | Verify Application
Application Information:
Serial Number 07- 0006
Plant Registry/Basic Permit/Brewer's No.
--Select Permit #--
>Select and add
No.
Address
Select Principal Place of Business
Remove?
CA-I-4310
USA WINE WEST, LLC
2658 BRIDGEWAY , 206 SAUSALITO, CA 94965-2120
Remove
DBA/Trade Name (if any)


Brand Name
TEST OF IMAGES
Fanciful Name (if any)
Formula #/SOP# (if any)
Lab No./Pre-Import No. (if any)
Lab Approval Letter Date/Pre-Import Date
MM/DD/YYYY
Net Contents
--Select Net Contents--
>Select and add
Net Contents
Remove?
750 MILLILITERS
Remove


Net Contents
--Select Net Contents--
>Select and add
Net Contents
Remove?
750 MILLILITERS
Remove
Alcohol Content
10
Wine Vintage (if on label)
Wine Appellation (if on label)
Cancel application
<< Previous
Next >>


COLAs Online
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
Home: My eApplications
Create an eApplication
Search for eApplications
My Profile
Contact Us
Instructions
Log Off
TTB F 5100.31: Application For and Certification/ Exemption of Label/Bottle Approval
Create Application
Step 3 of 3 : Upload Labels
Step 1 | Step 2 | Step 3
Show any Wording (a) Appearing on materials firmly affixed to the container (e.g. caps, celoseals, corks, etc) other than the labels affixed below, or (b) blown, branded or embossed on the container (e.g. net contents etc). This wording must be noted here even if it duplicated portions of the label affixed below. Also provide translations of foreign language text appearing on labels.
Upload Label Images:
Note: These images will appear to the public on the Public COLA Registry if approved. Only add label images that should appear on the approved COLA form in this block. Use the next section to upload other attachments.
File Name
File Size
Type
Dimensions
>> add/remove Images

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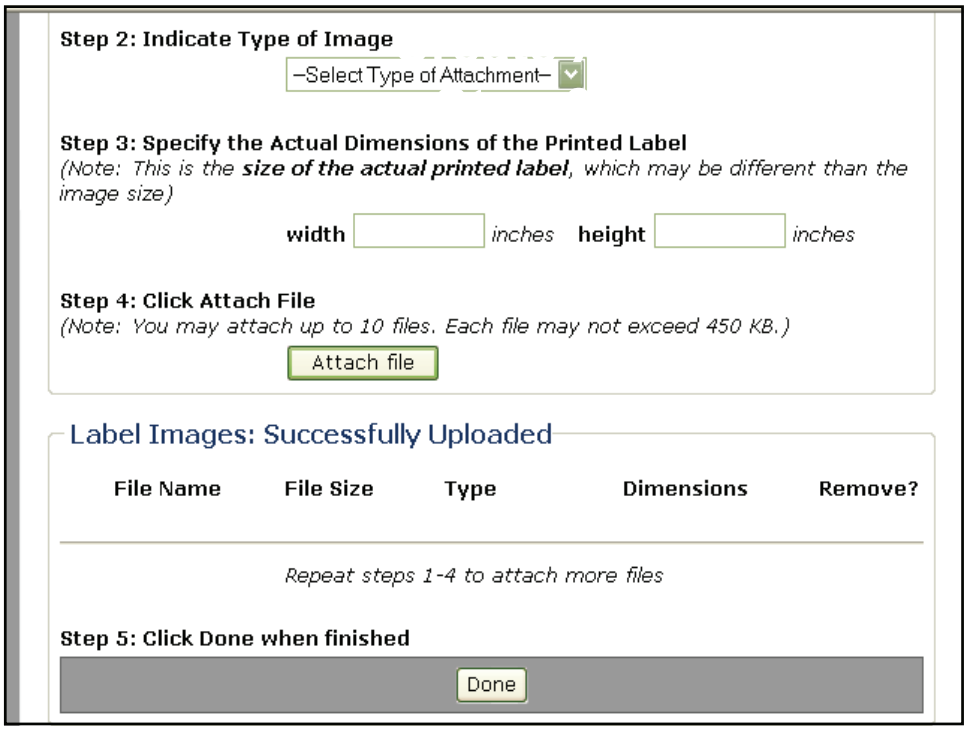
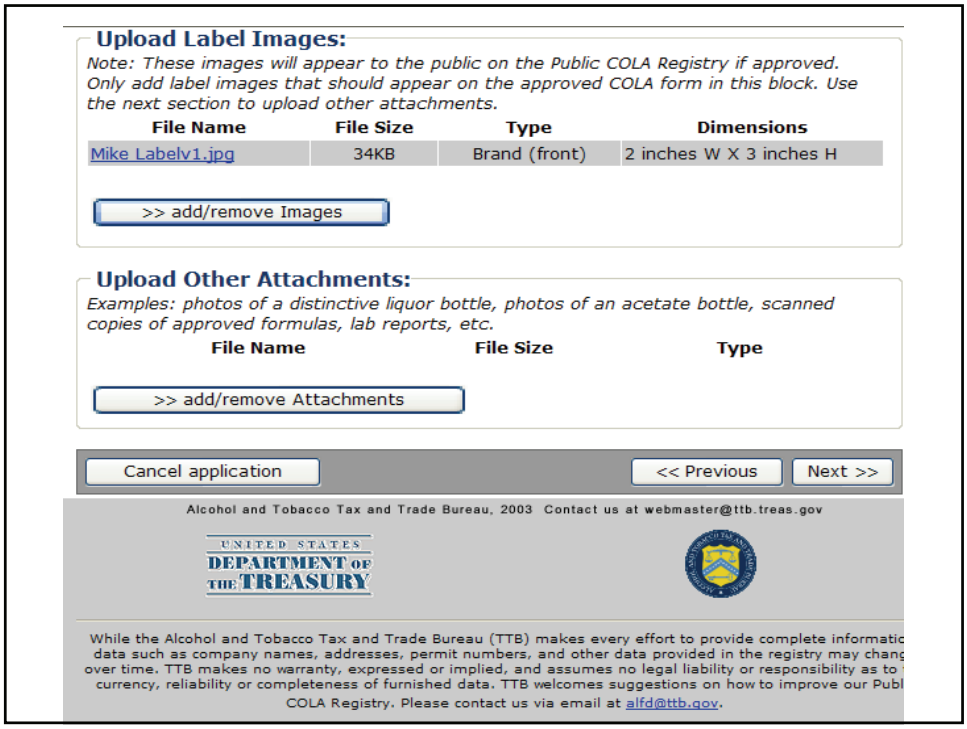
U.S. Department of the Treasury
COLAs Online
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
Home: My eApplications
Create an eApplication
Search for eApplications
My Profile
Contact Us
Instructions
Log Off
TTB F 5100.31: Application For and Certification/ Exemption of Label/Bottle Approval
Upload Label Images
Upload Label Image:
Step 1: Click Browse to Select Attachment
(Note: Label attachments should be submitted as images in actual print size. If the actual print size of the label image is larger than a letter-size piece of paper, please reduce the image to less than 8.5 X 11 inches without stretching or distorting relative image dimensions. Please specify the actual dimensions of the printed label in step 3. Valid type/extensions are JPEG (.jpg, .jpeg, .jpe) and TIFF(.tif, .tiff).)
Browse...
Step 2: Indicate Type of Image
–Select Type of Attachment–


Step 2: Indicate Type of Image
–Select Type of Attachment–
Step 3: Specify the Actual Dimensions of the Printed Label
(Note: This is the size of the actual printed label, which may be different than the image size)
width
inches
height
inches
Step 4: Click Attach File
(Note: You may attach up to 10 files. Each file may not exceed 450 KB.)
Attach file
Label Images: Successfully Uploaded
File Name
File Size
Type
Dimensions
Remove?
Repeat steps 1-4 to attach more files
Step 5: Click Done when finished
Done

Upload Label Image:
Step 1: Click Browse to Select Attachment
Browse...
Step 2: Indicate Type
Step 3: Specify the Act
Step 4: Click Attach File
Attach file
Label Images: Successfully Uploaded
File Name
File Size
Type
Dimensions
Remove?
DAN ON HIS TRACKOR.jpg
31KB
Brand (front)
4 inches W X 5 inches H
Remove
STOP
https://pilot.ttbonline.gov/colasonline/pu...
VERIFY YOUR IMAGE

TTB Expo
Preventable Image Errors
• If you open your label after it has been "successfully uploaded" you can prevent the following image problems before submission:
– Compression
– Color Bars / Resolution
– Red X
– White Space
– Illegibility
Don't Forget
Alcohol and Tobacco Tax and Trade Bureau


Upload Label Images:
Note: These images will appear to the public on the Public COLA Registry if approved. Only add label images that should appear on the approved COLA form in this block. Use the next section to upload other attachments.
File Name
File Size
Type
Dimensions
Mike Labelv1.jpg
34KB
Brand (front)
2 inches W X 3 inches H
>> add/remove Images
Upload Other Attachments:
Examples: photos of a distinctive liquor bottle, photos of an acetate bottle, scanned copies of approved formulas, lab reports, etc.
File Name
File Size
Type
>> add/remove Attachments
Cancel application
<< Previous
Next >>
Alcohol and Tobacco Tax and Trade Bureau, 2003 Contact us at webmaster@ttb.treas.gov
UNITED STATES DEPARTMENT OF THE TREASURY
While the Alcohol and Tobacco Tax and Trade Bureau (TTB) makes every effort to provide complete informatic data such as company names, addresses, permit numbers, and other data provided in the registry may chang over time. TTB makes no warranty, expressed or implied, and assumes no legal liability or responsibility as to currency, reliability or completeness of furnished data. TTB welcomes suggestions on how to improve our Publ COLA Registry. Please contact us via email at alfd@ttb.gov.

Verify Application
Step 1 | Step 2 | Step 3 | Verify Application
A summary of the data you entered is listed below. If you see any errors, please correct them by navigating to the appropriate step.
Submit the application to TTB by agreeing to the statement at the bottom of the page and clicking the Submit button. (You may also choose to save your application for 30 days and submit it to TTB at a later date. If you do not act on the application within 30 days, TTB will delete the incomplete application from the system.)
edit step 1
Type of Product: WINE
Source of Product: DOMESTIC
Type of Application: CERTIFICATE OF LABEL APPROVAL
edit step 2
Serial #: 07-9644
Contact Information
DONNA SMITH
Phone Number: (202) 927-8107
Fax Number: (202) 927-3306
HUY.NGO@TTB.GOV
Plant Registry/Basic Permit/Brewers No (Principal Place of Business):
BW-CA-5223

Special Wording:

N/A

Labels:

File Name	File Size	Type	Dimensions
dragonfly chardonnay.jpg	75KB	Brand (front)	3 inches W X 4 inches H
fake imported back label.jpg	112KB	Back	3 inches W X 4 inches H

Other Attachments:

File Name	File Size	Type

Under the penalties of perjury, I declare: that all the statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31. Certificate/Exemption of Label/Bottle Approval.

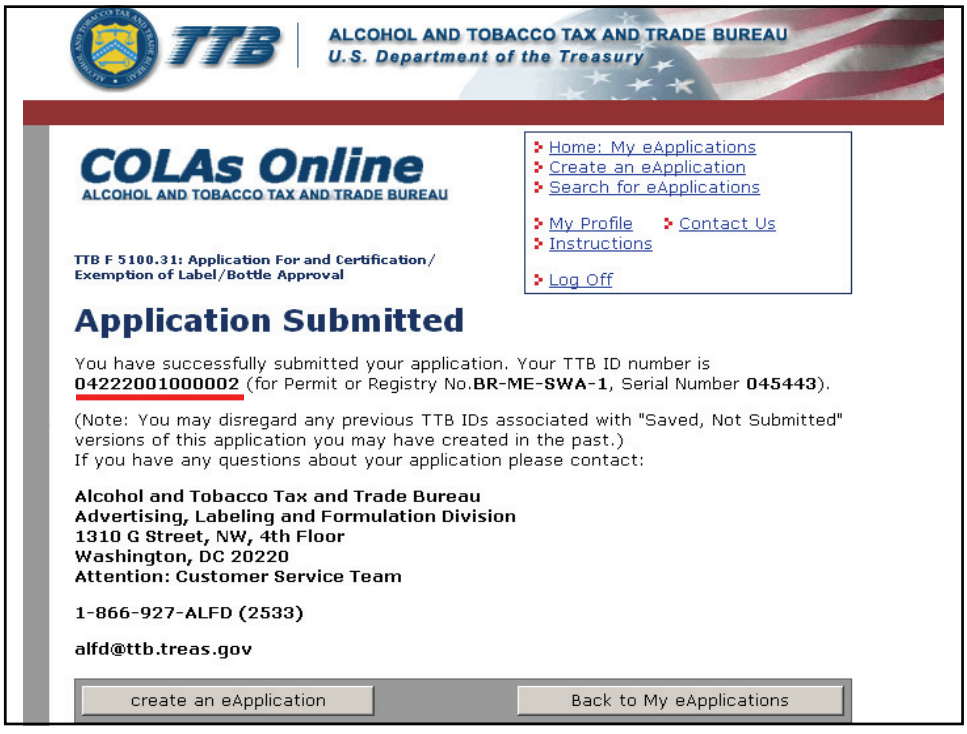
☐ I agree

Date of Application 12/03/2007 **Applicant Name** DONNA SMITH

Submit application

or

Don't submit yet; save for 30 days



TTB | ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
U.S. Department of the Treasury

COLAs Online
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

- Home: My eApplications
- Create an eApplication
- Search for eApplications
- My Profile
- Contact Us
- Instructions
- Log Off

TTB F 5100.31: Application For and Certification/ Exemption of Label/Bottle Approval

Application Submitted

You have successfully submitted your application. Your TTB ID number is **04222001000002** (for Permit or Registry No.**BR-ME-SWA-1**, Serial Number **045443**).

(Note: You may disregard any previous TTB IDs associated with "Saved, Not Submitted" versions of this application you may have created in the past.)
If you have any questions about your application please contact:

Alcohol and Tobacco Tax and Trade Bureau
Advertising, Labeling and Formulation Division
1310 G Street, NW, 4th Floor
Washington, DC 20220
Attention: Customer Service Team

1-866-927-ALFD (2533)

alfd@ttb.treas.gov

create an eApplication | Back to My eApplications

E-mail Notification

From: alfd@ttb.gov[mailto:alfd@ttb.gov]
Sent: 05/10/2007
To: UATEXT1

Subject: eApplication Status Change Notification
TTB ID: 07120001000001
Basic Permit: NY-I-0000
Serial Number: 071151

New Status: NEEDS CORRECTION
Previous Status: RECEIVED

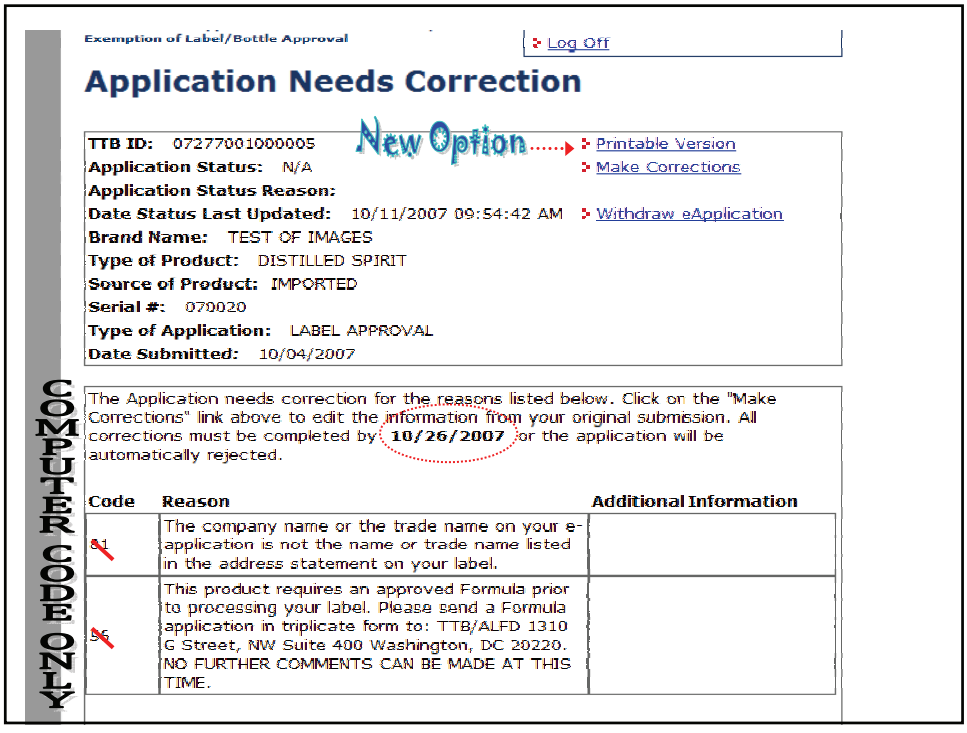
This is to advise you that the status of your COLAs Online eApplication has changed as identified above.
PLEASE NOTE: IF YOUR COLA HAS BEEN APPROVED, IT MAY OR MAY NOT CONTAIN A QUALIFICATION(S).
Please check COLAs Online at https://www.ttbonline.gov/colasonline/ for more details and to obtain a copy of your approved COLA.

If you have any questions about your eApplication please contact:
Alcohol and Tobacco Tax and Trade Bureau
Advertising, Labeling and Formulation Division
Customer Service Team
1-866-927-ALFD (2533)
or by email:
mailto:alfd@ttb.gov

Thank you for using COLAs Online!

****Email notification

Alcohol and Tobacco Tax and Trade Bureau



Uploading Images in COLAs Online

TTB Expo

Tips for Successful Images

- JPEG or TIFF images only
- Allotted image file size 450 kb (max)
- JPEG resolution - medium or low compression rate
- JPEG quality - medium or low
- RGB color mode
- 150 dpi (between 100 - 200)
- Only upload image

Alcohol and Tobacco Tax and Trade Bureau

Tip #1: File Type

- JPEG and TIFF are the only acceptable file formats for label images
- File extensions will be .jpg or .tif
- JPEG files work best with our system
- PDF and document files may ONLY be used for attachments along with JPEG and TIFF files

Alcohol and Tobacco Tax and Trade Bureau

Tip #2: Image File Size

- The maximum size for each file uploaded as a label or attachment is 450KB.

Note: *The system will not allow you to upload an image larger than 450KB.*

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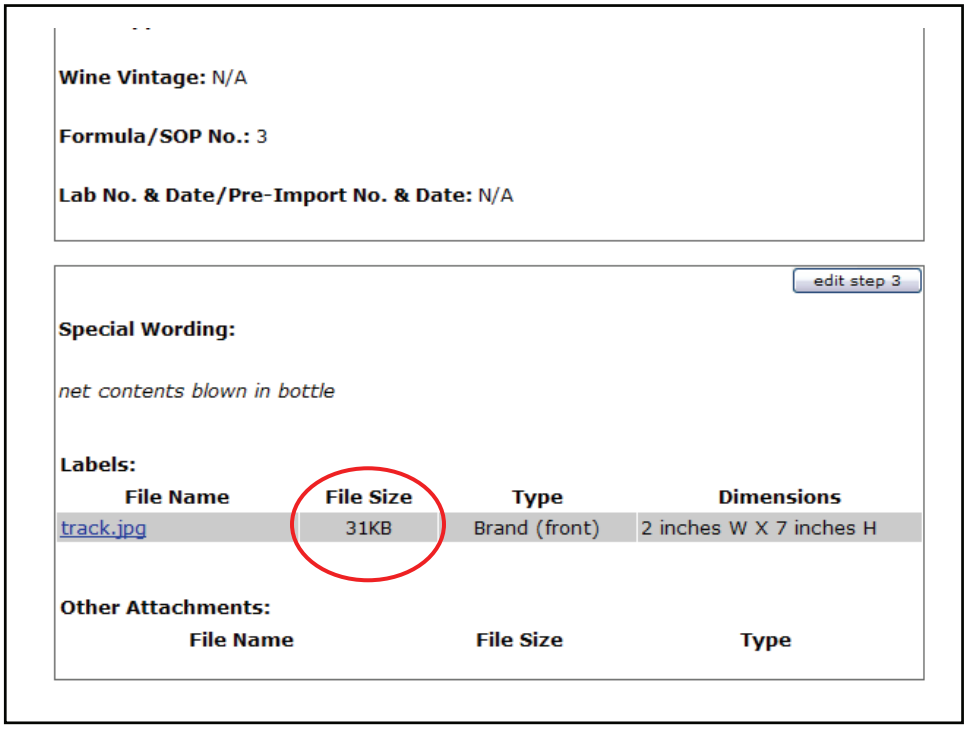
Tips #3 and 4: Compression

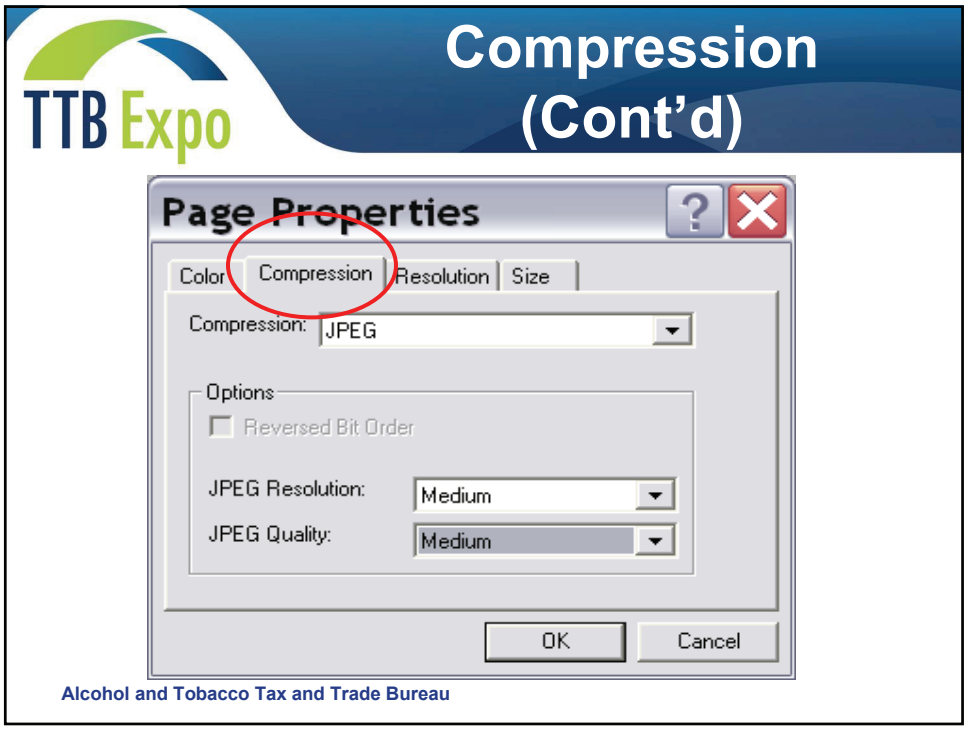
- One or more of your label images is sized too small for the proper evaluation of your label(s), so that when the dimensions you specify are applied to the label it renders the label as a blurred image. Please remove the current distorted image(s) and replace with new, larger image(s).
- We advise that when you develop your label images, the compression ratio should be set at MEDIUM or LOW so that the file is as close to but still within the file size limit of 450KB.

Alcohol and Tobacco Tax and Trade Bureau

Compression (Cont'd)

Alcohol and Tobacco Tax and Trade Bureau


Wine Vintage: N/A
Formula/SOP No.: 3
Lab No. & Date/Pre-Import No. & Date: N/A
edit step 3
Special Wording:
net contents blown in bottle
Labels:
File Name
File Size
Type
Dimensions
track.jpg
31KB
Brand (front)
2 inches W X 7 inches H
Other Attachments:
File Name
File Size
Type


TTB Expo
Compression (Cont'd)
Page Properties
Color
Compression
Resolution
Size
Compression:
JPEG
Options
Reversed Bit Order
JPEG Resolution:
Medium
JPEG Quality:
Medium
OK
Cancel
Alcohol and Tobacco Tax and Trade Bureau

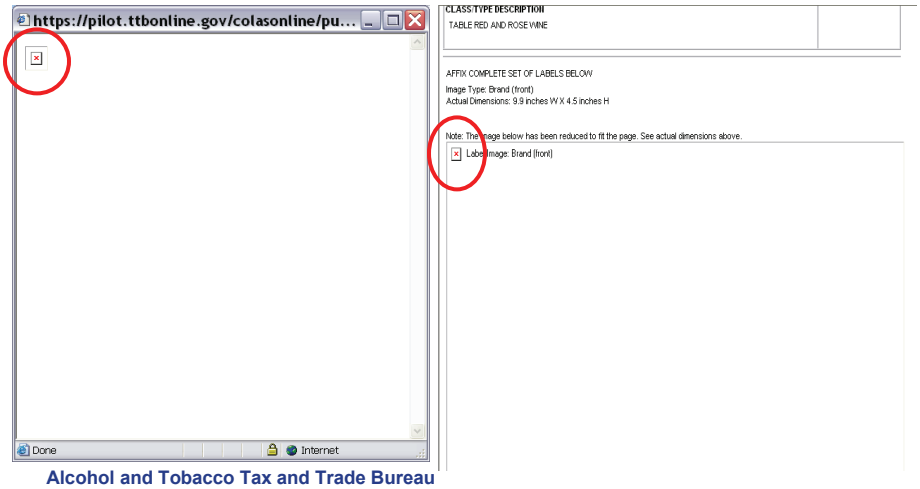
Tip #5: Color Mode

- Occurs when the wrong color mode is used on image files.
- Check the color mode/space of your label images before uploading. COLAs Online only accepts label images with the type/extensions of JPEG (.jpg) or TIFF (.tif) format utilizing the RGB color mode/space.
- Use the JPEG format! Images in the CMYK color mode/space are unacceptable in COLAs Online.

Alcohol and Tobacco Tax and Trade Bureau

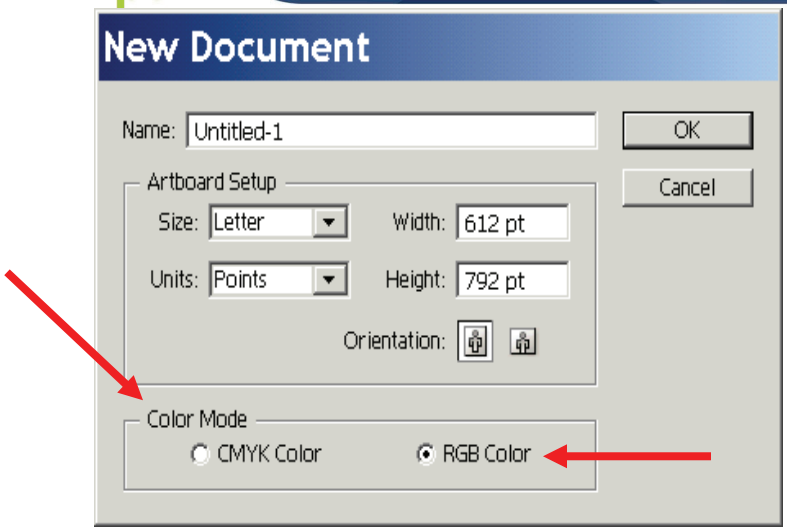
COLAs Online Image Issues

Images appear as a Red **X**



Alcohol and Tobacco Tax and Trade Bureau

Color Mode (Cont'd)



Alcohol and Tobacco Tax and Trade Bureau

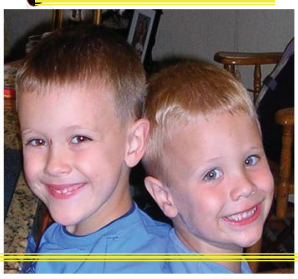
Tip #6: D.P.I./Resolution

- One or more of your label images bear a "color bar" distortion.
- View this distortion by clicking on your file name in Step 3 of the application.
- Remove the current distorted image(s) and try uploading the file again.
- If this is not successful, we advise that when you or your graphic artist/printer develops your label images in the JPEG or TIFF file format, the resolution rate is set at 150 dots per inch (DPI) or somewhere between the range of 120 DPI and 200 DPI.

Alcohol and Tobacco Tax and Trade Bureau

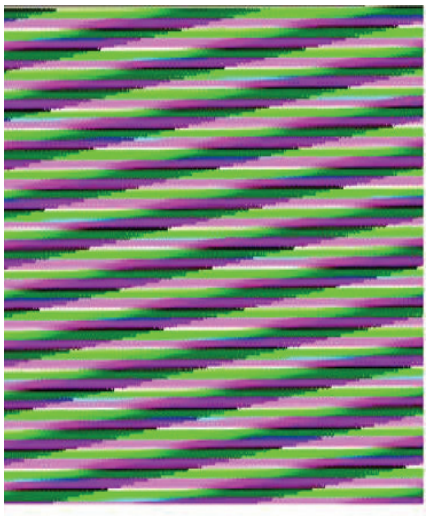
D.P.I./Resolution (Cont'd)

TTB Expo



GOVERNMENT WARNING: (1)According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

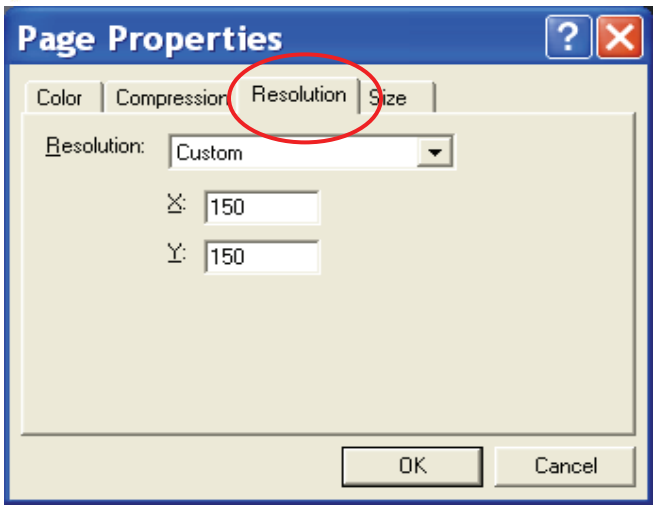
Contains Sulfites Alc. 12% by Vol. 750ml
American Red Wine
Produced and Bottled by: Cousins Combo, Longview WA



Alcohol and Tobacco Tax and Trade Bureau

D.P.I./Resolution (Cont'd)

TTB Expo



Alcohol and Tobacco Tax and Trade Bureau

Tip #7: Image Upload

- The label file must contain only the label and must be cropped of all surrounding white space or other text.
- The dimensions entered when uploading the labels must take into account the entire file, including both the label image and any white space or other text. ***All outside measurements that are not a part of the actual label must be removed before upload.***
- All printer's proof surrounding details must also be removed.
- You must use the exact measurements of the printed label on the container.

Alcohol and Tobacco Tax and Trade Bureau

COLAs Online Image Issues

"White space" causes system to generate a skewed or distorted image on the Printable COLA.

Fig. 1 Actual label size

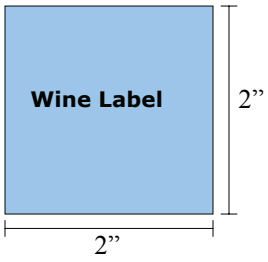


Fig. 2 Actual size of image uploaded

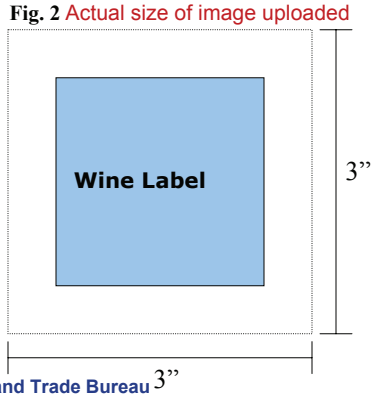
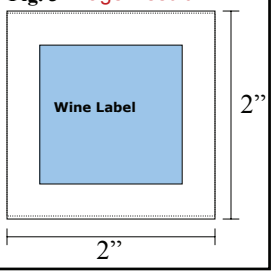
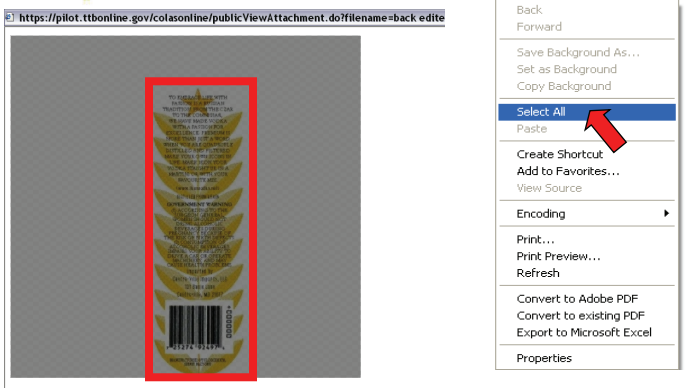


Fig. 3 Image Result



Alcohol and Tobacco Tax and Trade Bureau

Visual Tip: When viewing images from the View E-app screen…



Put your cursor to the right of the image, but not on the image, and then right click your mouse. Then, click on "Select All" and this will highlight the image, including any white space around the image.

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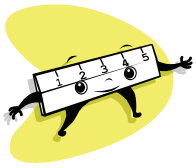
Tip #8: Dimensions

- Label dimensions entered are either reversed or incorrect.
- Check the dimensions entered for each label image and ensure the dimensions are correct.
- Keep in mind that the dimensions requested when uploading a label image pertain to the entire file.



Note: *Please bear in mind that the dimensions cited must be exact measurements of the printed label that will appear on the container.*

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Dimensions (Cont'd)

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Actual image of label that appears in the view screen and how you view the image.

Image as it appears in the printable version when you enter in the wrong dimensions.

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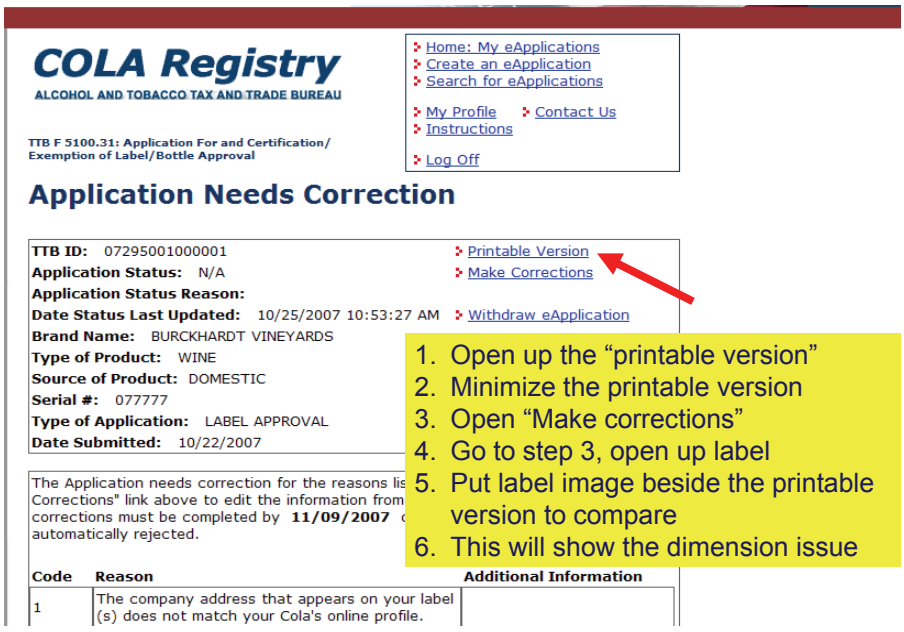
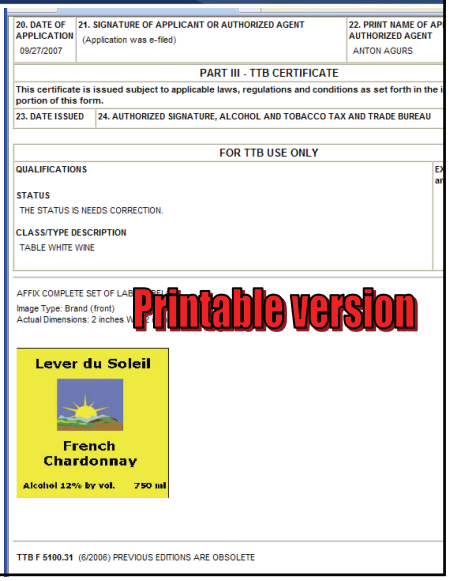


1. Open up the "printable version"
2. Minimize the printable version
3. Open "Make corrections"
4. Go to step 3, open up label
5. Put label image beside the printable version to compare
6. This will show the dimension issue

Dimensions (Cont'd)



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Labels Uploaded As One

- Multiple label images appear in one upload.
- Each label must be uploaded separately and identified as "Brand," "Back," "Strip," "Neck," or "Other."
- A separate application must be submitted for each product.

Note: *System will now not allow you to submit an application without designating a brand label.*

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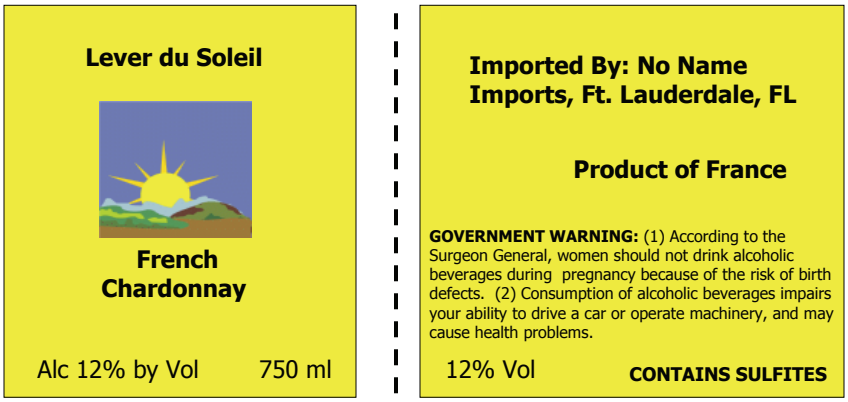
Brand Label

- You must have a designated Brand label.



Brand label

Back Label

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Illegible Images

IF YOU CAN'T READ IT, WE CAN'T READ IT!

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Resubmitting Corrected Image Files

- If your application is returned for correction, make the necessary corrections to your image file. Then open the application and go to Step 3.
  - Remove the original image
  - Find and upload the new image
  - Choose the type of label you are uploading
  - Enter the dimensions of the label
  - Click on "**Attach File**"

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Frequent Application Errors

- **Step 2 of the application is missing information or has the wrong information entered:**
  - **Terms placed in incorrect fields -** *i.e., Appellation in brand name field, alcohol content in vintage date field. You name it, we have seen it!!*
  - **Brand name on e-app does not match the label -** *You must ensure that what is on the brand label appears in this field in its entirety.*
  - **Alcohol content or other fields do not match what is stated on the label.**

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Frequent Application Errors (Cont'd)

- **Step 2 of the application is missing information or has the wrong information entered:**
  - **Appellation is missing, incorrect, or differs from what is on the label -** i.e., If you have a vintage date, grape varietal, or the label states "Estate Bottled," you MUST have an appellation.
  - **Trade name/ DBA does not match the label -** This information must be added to the application each time it is used on the label. Furthermore, the DBA is added when the bottler's or importer's company name is different from the operating name that is listed on your permit. **DBA must be registered with the National Revenue Center before use.

Alcohol and Tobacco Tax and Trade Bureau

What Happens Next?

- You give us your registration form because you are **SO** excited about this system!!
- We **expedite** your application because you have taken this class!!
- It will take at least 2 weeks to process. Normal processing time is 30 days.
- Look for an e-mail from TTB. Watch your junk mail filter—customers have told us that our e-mail filtered into their junk inbox.
- If you have an e-mail filter, save **alfd@ttb.gov** as an accepted e-mail address.

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Then…

- Upon receiving the e-mail, you will call us for your password. All the information you need will be in this e-mail. You will be asked a series of questions to verify that it is you. Another person cannot make this call for you.
- After you have received the temporary password, you can access your account and get rolling!
- Change your password after you have accessed your account for the first time.

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Public COLA Registry

Public COLA Registry

- The Public COLA Registry is available to public users (e.g., the States and Customs)
- Provides limited access to search for and view approved, surrendered, expired, and revoked COLAs.
- The searcher may:
  - Search for COLAs
  - View limited COLA details
  - Display and print completed COLAs
  - View Frequently Asked Questions
- Approved COLAs uploaded within 48 hour
- NO USER ID or PASSWORD is NEEDED!

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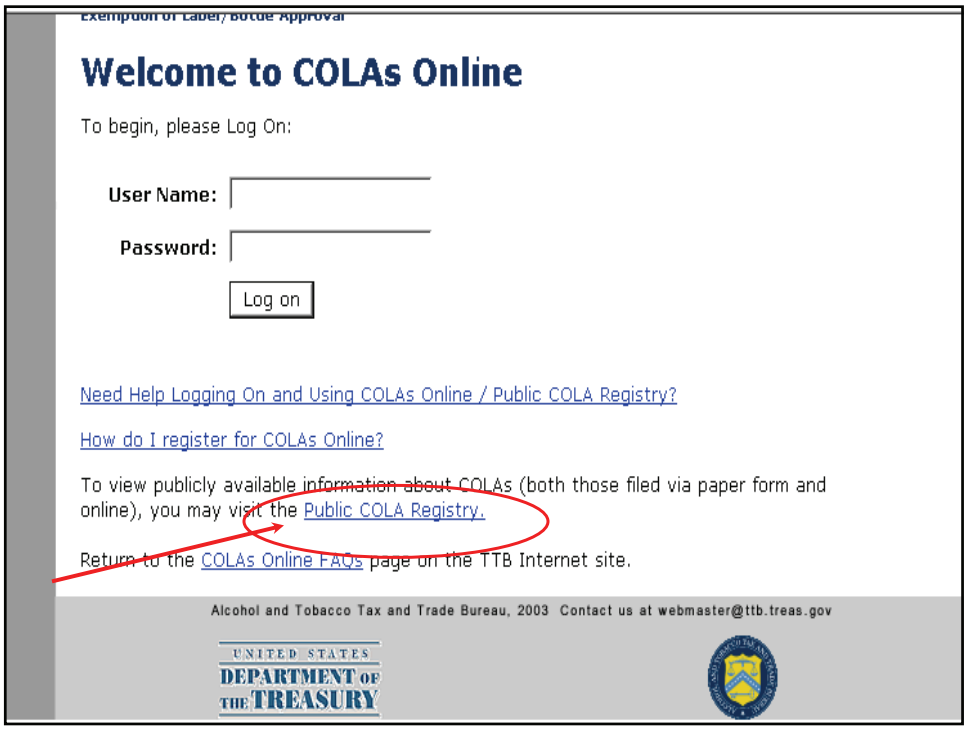

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Public COLA Registry:
Basic and Advanced Searches
• Basic Search:
– Date completed
– Product name
– Class/Type
– Origin Code
• Advanced Search:
– TTB ID Number
– Serial Number
– Registry/Permit/Brewer's Notice
– Vendor Code-prior to April 2003
– Multiple class/type or Origin
– All forms of submitting
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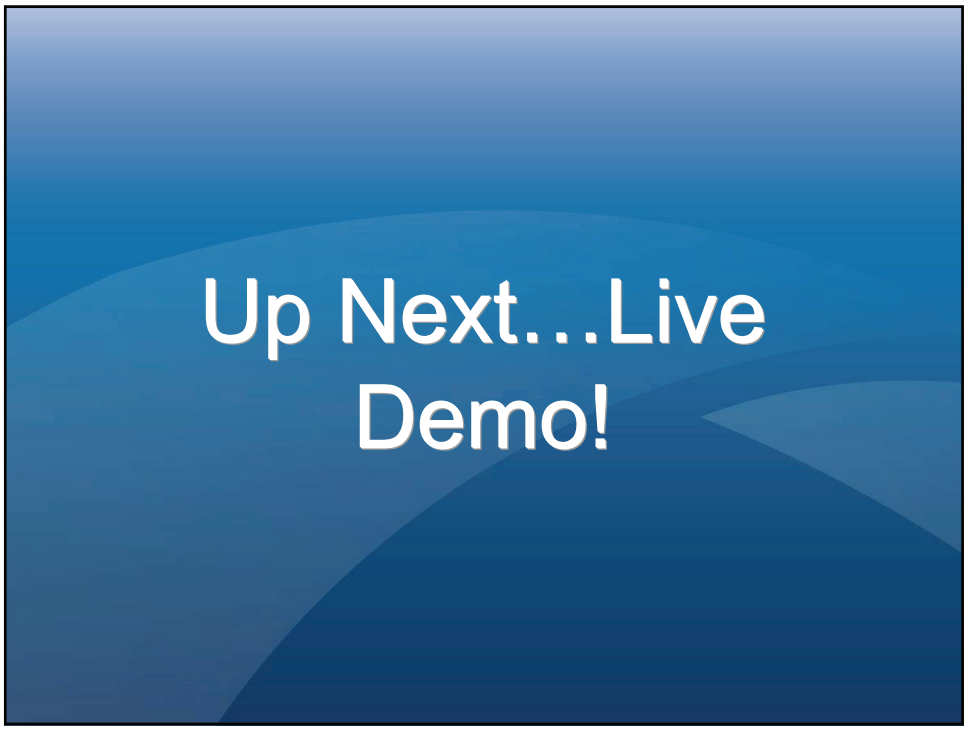
Up Next…Live Demo!

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Resources
Alcohol and Tobacco Tax and Trade Bureau
Advertising, Labeling and Formulation Division
COLAs Online eNews
February 2008
Greetings!
We hope you are doing well and enjoying the winter season. As always, this issue contains loads of useful information and tips for using COLAs Online. We would like to thank our 1,052 subscribers for making our newsletter a success!
Announcements
TTB Expo 2008
TTB Expo 2008 will be held June 17 - 18, 2008, at the Northern Kentucky Convention Center, in Covington, Kentucky, just minutes away from downtown Cincinnati, Ohio.
What Does it Mean?
Have you ever noticed this icon in COLAs Online and wondered what it means? This icon appears next to many of the fields in COLAs Online where we ask you to supply information, and it is there to help you understand what is being requested. If you click this icon it will display the definition of the term it appears next to and often will give you tips for completing the field. Check it out next time you are logged in!
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E-mail Updates
TTB's Recommendations to Promote Import Safety (11/06/07)
Waiver of Excise Tax Penalties and Interest Abatement for Businesses Affected by the Southern California Wildfires (10/30/07)
TTB provides guidance on use of the term Absinthe in the advertising of distilled spirits (10/29/07)
Information Sheet for Filing Claims or Taking Credits When Tax payer Falls Under the 50 Gun Exemption to Firearms and Ammunition Excise Tax (FAET). (10/25/07)
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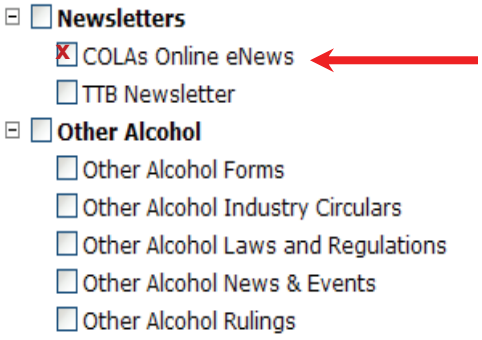

Alcohol and Tobacco Tax and Trade Bureau

Contact Information

- **ALFD Labeling Office**
  - **Phone:** Customer Service Desk (202) 927-8140 or Toll Free (866) 927-ALFD (2533)
  - **Fax:** (202) 927-3306
  - **E-mail:** alfd@ttb.treas.gov

www.ttbonline.gov/colasonline/

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