Alcohol and Tobacco Tax and Trade Bureau
Advertising, Labeling and Formulation Division

COLAs Online eNews   **March 2009**

Greetings!

Welcome to the March 2009 edition of the COLAs Online eNewsletter. Your quarterly publication for COLAs Online news, tips, and information is back from hiatus, and we want your input.   Your topic suggestions and feedback are encouraged and appreciated. Please send messages to COLAsONLINEeNews@ttb.gov

You Aren't the Only One Who Asked Us...

Who should I contact when I have questions about using COLAs Online?

When using COLAs Online, there may be times when you require additional assistance. You can contact the Advertising, Labeling and Formulation Division's (ALFD) customer service center at 1-866-927-8533. An automated system will prompt you with a number of options:

Password reset and problems logging into COLAs Online	Email TTB Help Desk at TTB.HelpDesk@ttb.gov
Questions regarding COLAs Online registrations and user ID's	select option 3
Issues relating to images, applications and labeling of malt beverages and distilled spirits	select option 4
Issues relating to images, applications and labeling of wine	select option 6

The ALFD Customer Service line is open weekdays from 8:30am to 4:30 pm EST. TTB Help Desk is open weekdays from 7:00am to 7:00pm EST.

You may also e-mail your questions to alfd@ttb.gov for assistance.

What Does it Mean?

Fanciful Name
Have you ever wondered what information should be entered into the fanciful name field on the application? A fanciful name is a term used in addition to the brand name for the purposes of marketing a product. The use of a fanciful name on a Wine product is optional and not required. A fanciful name is mandatory for any **flavored** Malt Beverage or Distilled Spirits product that does not meet the standards of identity, or does not conform to trade and consumer understanding. Fanciful names are optional for any other class and type, which meet the standards of identity.

Want **BIG** Text?

Tip of the Month

Make sure you enter the correct label dimensions when uploading your label image.

Dimensions are the exact measurements of the label that will appear on the container. All surrounding white space or other text that is not part of the actual label must be removed. Make sure the measurements are entered correctly. When you upload your images in COLAs Online, the system takes the image and applies the dimensions that you enter. Entering the wrong dimensions will cause the shape of the label to appear incorrectly on the printable version. The dimensions of the image you are uploading are usually larger than the dimensions of the printed label, but the label proportions should be the same.

If your application is returned for correction for dimension issues, it is very important that you compare your label image to the label appearing on the printable version. This will show all discrepancies between the two, helping you to

resolve the dimension problem.

How Do I?

submit applications for "Bag-in-a-box" products?

An application for a "Bag-in-a-box" product should include separate image files for each side of the box. There should be a minimum of 4 images uploaded (front/brand, back, other, other). The top and bottom of the box can be included with one of the side panels. Or they may be uploaded as separate images. The dimensions that you enter should be the actual width and height of the side of the box that corresponds to the image. Remember, if the image includes the top or bottom of the box with the side panel, the height dimension must be all inclusive. COLAs Online will automatically reduce the image to fit on the printable version of the application.

Reminders

Verifying Images Before Submission

STOP! You were just about to hit that "send" button without checking your label images. Always take a moment before submission to view your uploaded images by clicking on the file name on the verify application page. Make sure labels are visible, legible, and properly cropped.   Some common errors that can be viewed include color bar distortions, compressed images, a red X in place of the image, upside down or sideways labels, duplicate images, and mis-matched labels. Now aren't you glad you caught that?

Spelling Errors

Don't forget to check your spelling. Spelling errors impact the integrity of the data in the Public COLA Registry and affect your search results. In particular, make sure that brand names, appellations, and trade names are spelled on the application exactly as they appear on the label.

"My spelling is Wobbly. It's good spelling but it Wobbles, and the letters get in the wrong places" ~A.A. Milne, <u>Winnie the Pooh</u>, 1926

View past editions

Comments or suggestions? E-mail us at COLAsONLINEeNews@ttb.gov

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