

The 3-Minute Guide to Label Registration

BREAKING DOWN FIFTY STATE YESES
IN LESS TIME THAN IT TAKES
TO POUR A SAMPLE





The Wall

WHICH STATES ALREADY SAID YES

Approval breakdown: Federal approval is not permission to sell. Every state registers your brands separately, on its own schedule, with its own renewal. Three things sit behind every yes:

1

FEDERAL

A label approval can clear in about a day now. It is the approval everybody talks about, and it answers exactly one question.

2

THE STATE

Its own registration, its own form, its own fee, its own renewal date. Fifty of them, and no national list to check.

3

THE WALL

One grid. Brands down the side, states across the top, and a filled cell only where a real document exists.

The Big Fix difference: Filled means registered — because there is a document behind it. Empty means nobody has checked, which is not the same as no.

1





The Drift

WHERE THE YESES GET LOST

Drift breakdown: Nobody in the building believes a federal certificate is permission to sell. They just cannot prove, on a Friday afternoon, which states are current:

1

FAST FEDERAL

Labels clear faster than the state side moves, so approvals pile up in a folder that grows quicker than anyone reconciles it.

2

FIFTY REGIMES

Each state has its own timing and renewal cycle. Knowing one of them well tells you nothing about the other forty-nine.

3

THE INBOX

State confirmations arrive as email. An inbox is a fine place to receive a document and a poor place to keep one.

What it costs: A shipment that should not have left, a distributor conversation, and a renewal nobody diaried.

2





The Gate

FILLED MEANS REGISTERED

Workflow breakdown: The wall does not file anything for you. It changes what you can see before a truck loads:

1

IT READS

Your COLA certificates, your state filings, your spreadsheet. It organises what you already have.

2

IT FLAGS

Renewal dates show before they pass, so renewal season stops being an archaeology project.

3

IT STOPS

The wall shows the state of play. Approving a shipment stays a human call, and it stays yours.

The outcome: Ten beers, twelve states — a hundred twenty clocks on one wall.

3





The Gate

THE SEQUENCE, IN FULL

Gate breakdown: Every step is named, and the last one is a person. This is the whole chain, in order — there is no step after the signature and no way to skip to it:

1

IT READS

Your COLA certificates, your state filings and the spreadsheet you already keep. It organises what exists; it does not ask you to re-enter it.

2

IT CHECKS

Every brand against every state, and the document and date sitting behind each yes.

3

IT PRINTS

The wall. Filled where a real registration exists, empty where nobody has checked — and those two are never merged.

4

A PERSON SHIPS

Approving a load stays a human call. The wall shows the state of play and then stops.

The rule: Nothing sends, files or closes itself. The workflow prepares the decision; a named person makes it.

4





When It Is Wrong

BECAUSE SOMETIMES IT WILL BE

Failure breakdown: Every workflow is wrong sometimes. What matters is whether it tells you, and whether it can act on its own while it is wrong. Ours is built so the answer to the second is no:

1

IF A DOCUMENT IS MISSING

The cell stays empty and says so. Empty means unverified, never 'probably fine' and never 'no'.

2

IF A DATE IS UNCLEAR

It flags the registration for confirmation rather than assuming the renewal went through.

3

IF IT IS SIMPLY WRONG

You see it on the wall before the truck loads, because reading the wall is the step before loading.

4

WHAT IT CANNOT DO

File a registration, pay a fee, contact a state authority, or release a shipment.

Why this page exists: We could not find a competitor in this trade publishing a failure path. We would rather print ours than have you discover it.

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Thanks for reading.

THE WORKFLOW FILM, THE SPEC SHEET AND THIS GUIDE ALL PRINT FROM ONE BRIEF.

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