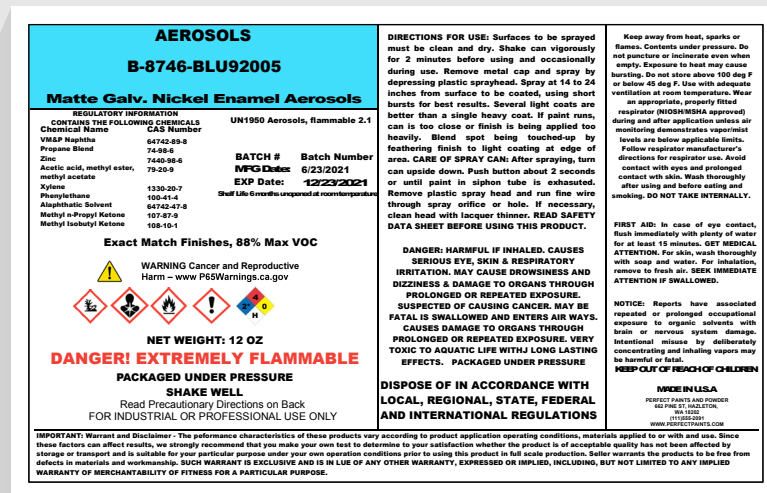
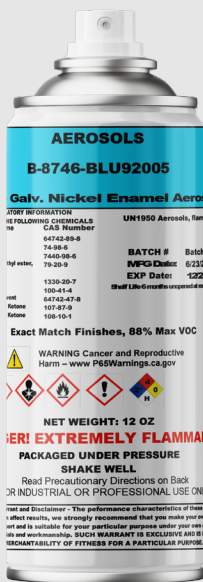


# A flexible and efficient GHS label printing solution

The NeuraLabel Callisto, featuring HP FI-1000 PageWide print engine, delivers high-quality, full-color GHS labels at speed, eliminating the costs of pre-printing



\*Images used for illustrative purposes only.



**INDUSTRY:**  
Paint and Coatings

## Customer Profile

A US paint and coatings manufacturer needed to print high-quality, full-color GHS product labels on demand, in precise quantities.

## Approach

NeuraLabel built on a longstanding partnership with HP to create the Callisto A3 label printer, featuring HP PageWide full-color print engine, HP Fixed Imager 1000 (FI-1000), and HP water-resistant pigment inks.

## Business Outcomes

NeuraLabel's customer can print the right number of high-quality labels at speed and when needed, responding to demand, not forecasts, and eliminating obsolete inventory.

## HP partner product

The NeuraLabel Callisto Roll-To-Roll System features HP FI-1000, including HP PageWide technology, Bar-in-Box unit, and HP pigment inks.



with **NeuraLabel**  
Printing Solutions

“The ongoing collaboration between the NeuraLabel and HP technical and engineering teams to deliver a world class solution has been outstanding.”

Duncan Griffiths, VP Global Sales, NeuraLabel



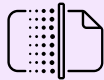
\*Images used for illustrative purposes only.

## Challenge

With a huge range of paint and powder coating products, it was expensive and inefficient for NeuraLabel's customer to stock large quantities of pre-printed labels, with some inevitably going to waste. Instead, it needed an easy-to-use, on-demand printing system that could produce high-quality labels at speed, in the exact quantity required, responding to confirmed orders rather than forecasts.



Short-run,  
on-demand  
GHS labels



HP Hero  
Product:  
FI-1000



Flexible and  
waste-free

## Solution

The NeuraLabel Callisto Roll-To-Roll system, featuring HP FI-1000, Bar-in-Box unit with printhead, service tray and ink delivery system, applying durable, water-resistant pigment inks. Full-color labels are printed at 90 feet per minute, on continuous media ranging from 1 to 12" wide. NeuraLabel offers on-site warranty that includes printhead replacements. A user-friendly touchscreen makes the tabletop Callisto easy to operate and maintain.

## Outcomes

NeuraLabel's customer can respond immediately, efficiently, and precisely to every confirmed order, producing outstanding quality, pin sharp labels at high speed, eliminating waste and saving inventory space and management time. The compact Callisto operates seamlessly alongside the label application process, with high-capacity ink cartridges keeping machines running and minimizing replacement cycles.

Learn more at [hp.com/go/oeminkjet](https://hp.com/go/oeminkjet)

\*Images created are mock ups of products to better illustrate how HP technology could be used. Every effort is made to avoid copyright infringement and therefore any likeness to existing company information is a coincidence.

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