



LabelMax 90

Custom Built to Meet Your Needs

The LabelMax90™ Automatic Labeler is an economically priced, in-line, pressure-sensitive label applicator. This state-of-the-art label applicator is packed full of cutting-edge technology, applying labels at the rate of 90 containers per minute in a compact, space-saving design.

The computerized controls are extraordinarily dependable and simple to use, allowing the operator to seamlessly match application speeds to pre-set conveyor speeds. Optical sensors ensure smooth and trouble-free labeling, accommodating a wide variety of beverage, supplement, and pharmaceutical container sizes. The units' simplicity makes it ideal for packaging lines requiring frequent changeovers.

The LabelMax90™ is ideal for a single operator, allowing that operator to perform additional tasks while applying labels. Mobile options, Clear Label Sensor options, and Custom Height Conveyor dimensions are just a few of the possibilities this labeler offers to maximize your production line.

Your Complete Package

The LabelMax 90 automates your packaging day as a highly demanded addition to Norland's complete packaging portfolio. Ask your representative for solutions for container feeding, filling, date coding, and more.



Label up to 90 Units per Minute



Integrated for Inline Application



Adjustable for a Variety of Container Sizes



Touchscreen PLC for Easy Use



Optical Sensors for Precise Label Application

LabelMax 90

Customer Driven

You ask. We deliver. Norland Intl. employs 135 Nebraskans, including degreed engineers, to develop your unique needs. Our team is committed to customizing equipment to fit your style and space, and offers top-notch innovation at a fair price. Your craft is our passion.

Complete Source

Norland Intl. is your one-stop source for turnkey solutions, as well as your expansion needs. Your investment will bring you value for the life of your equipment. We care about your business, and our experienced customer service team and extensive parts warehouse ensure you can focus on your craft.

Quality & Value

You have a lot of options when it comes to beverage equipment. Norland Intl. offers our customers excellent quality and value in our equipment and in our service. We are committed to our community, our employees, and our customers. And, you won't find a nicer crew than your team at Norland.

Diverse Products

Changing markets require innovative products. With the help of our loyal customers, Norland Intl. has evolved its offerings to serve a wide-range of markets including the industries of craft beer, craft spirits, kombucha, cider, cold brew coffee, seltzer, infused beverages, craft soda, and wine.

Pressure Sensitive Labels

Maximum Label Width = 6" (152.4mm)
Minimum Label Width = 2.5" (63.5mm)
Maximum Label Length = 11.75" (298.45mm)
Minimum Label Length = 2.5" (63.5mm)
Label Position on Container = 1/4" (6.35mm) less than flat on the bottle
Length of Label on bottle = 1/4" (6.35mm) less than bottle circumference
Label Separation = .125" (31.75mm) (Minimum Space Between Labels)
Width of Backing Paper = Label Width + 5/32" (3.98mm)
Maximum Spool Diameter -14" (355.6mm)
Core Diameter - 3"(76mm)
Face Stock = Non Transparent

Self-Adhesive Label

Wrap around alignment = $\pm 1/8"$ (± 3.175 mm)

Unwind Orientation = #3 or #4.

1ml polypropylene laminate

(This covering helps to protect the label if the container is submerged in ice)

Container Specs

Container Diameter

Smallest = 2" (50 mm)

Largest = 5.9" (150mm)

Container Height

Shortest = 5" (127 mm)

Tallest = 12" (304 mm)

Container Labeling Speed

*90 Units/Minute Maximum (Standard 500 ml Container)

