



Label Applicator

Videojet® 9310

Consistent label application. Simple, intuitive operation.

A label applicator built for everyday production

The **Videojet® 9310** is a pressure-sensitive label applicator designed for reliable, consistent label placement across common packaging formats — without the frequent manual adjustments that traditional labelers often require.



Deliver predictable performance with simpler setup and fewer production interruptions.

Designed for common pre-printed, pressure-sensitive labeling applications across personal care, food, household goods, pharmaceuticals, and industrial packaging — delivering the results you need where it matters most.

Why the 9310 is different

Many labeling challenges stem from mechanical complexity — components that wear, drift out of adjustment, and require regular operator attention.

The 9310 takes a different approach.

At the heart of the 9310 is **Videojet Intelligent Motion™ technology** — a suite of automated controls that maintain precision label handling without the need for ongoing manual intervention. Tension, alignment, and positioning remain stable and consistent from the first label to the last.

What this means for your production line:

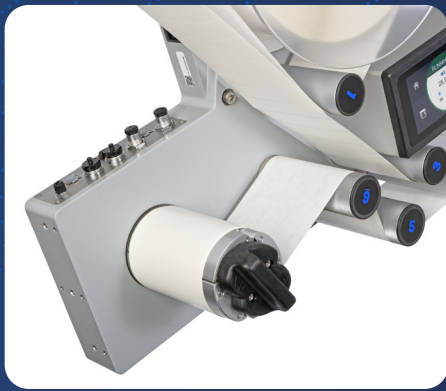
- **More consistent label placement**
- **Less time spent adjusting and correcting**
- **More predictable day-to-day operation**

What is Videojet Intelligent Motion™ technology?

Videojet Intelligent Motion™ technology is a suite of digitally controlled, motor-driven systems that automatically manage label web tension, alignment, and movement throughout the application process.

Instead of relying on clutches, mechanical brakes and adjustments, Videojet Intelligent Motion™ technology continuously adapts as conditions change — such as roll diameter, line speed, or label characteristics — helping maintain stable, controlled label handling during production.





Consistent tension. Fewer faults. Less operator intervention, powered by Videojet Intelligent Motion™ technology.

Intelligent Unwind

Automatically maintains consistent web tension as the label roll diameter changes

Why this matters:

Reduces tension-related disturbances and the need for manual adjustment during runs.

Ease of Webbing

Open, simplified label path for fast, mistake-free loading.

Why this matters:

Faster changeovers with fewer errors and less downtime.

Intuitive and Error-proof Touchscreen Interface

Clear, visual touchscreen that guides setup and operation.

Why this matters:

Operators learn faster and fix issues quicker—keeping lines running.

Intelligent Rewind

Direct-drive waste rewind removes the need for clutches and friction-based components.

Why this matters:

Fewer wear parts, simpler maintenance, and more consistent performance over time.

Intelligent Drive

Direct-drive control that manages label movement and tension automatically.

Why this matters:

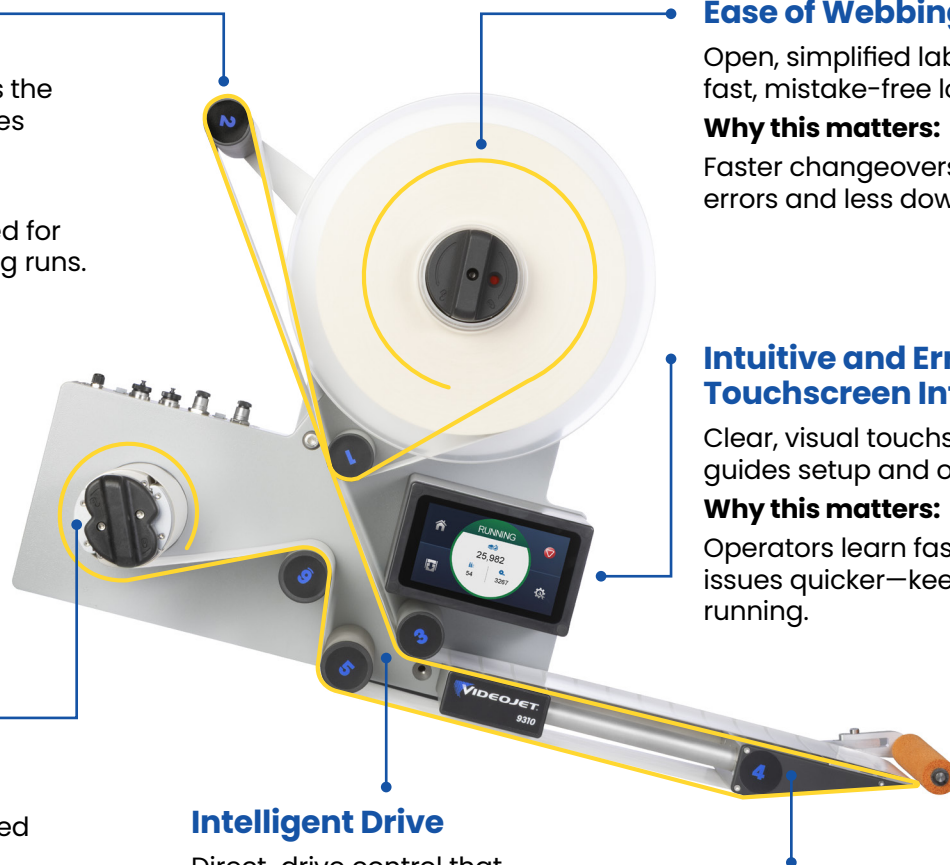
Fewer web breaks and adjustments resulting in higher uptime.

Label Gap Sensor

Integrated sensor array that automatically detects and positions labels.

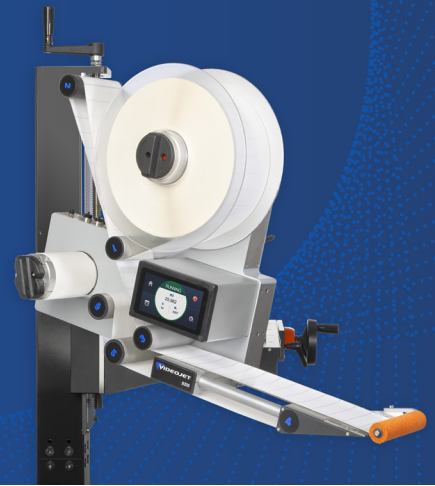
Why this matters:

Fewer missed or misapplied labels, less waste and rework.



A simpler way to get labeling right

Whether you're improving an existing line or starting your automation journey



A smarter approach to everyday labeling

If your current labeling setup is causing downtime, workarounds, or constant adjustments, upgrading it shouldn't mean more steps for operators to manage. The 9310 helps simplify day-to-day operation with intuitive label loading and automatic adjustments that support faster, more consistent changeovers. Designed for stable, reliable performance, it helps reduce downtime, manual intervention, and maintenance — keeping lines running smoothly with fewer disruptions.



The simplest path from manual labeling to automation

Ready to move from manual to automated labeling? The Videojet® 9310 label applicator makes it simple and reliable from the start. The 9310 provides an easy first step into automated labeling with quick setup and consistent performance from day one. Easy operation and automated adjustments help operators get up and running quickly with less training, delivering accurate placement and more predictable production.



Dual lane, side application configuration

An adaptable labeling solution

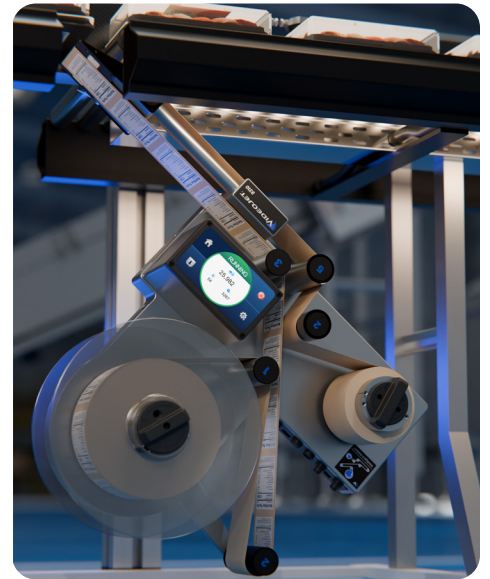
Built to handle the labeling applications you run every day

Flexible setup to suit your line

The 9310 is designed to adapt to different production line layouts, machine configurations, and application requirements, helping you select the right mounting, reach, and setup for your operation. An optional stand offers the freedom to apply labels to the top, bottom, or side of a product, with seamless 360° positioning capability. A range of accessories and variable positioning options make it easy to tailor the system to your needs, whether integrating into an existing line or designing a new one.

Built for integration and visibility

The Videojet® 9310 supports Ethernet connectivity, and configurable I/O, helping it integrate into existing production environments while enabling greater control and visibility. Optional I/O expands communication capabilities and supports advanced features such as additional applicators.



Bottom up labeling application

Connected insight for smarter decisions

Remote Service* helps teams stay informed, respond quickly, and recover faster when attention is needed.

Remote Alerts

Know when attention is needed — and act sooner

Configurable alerts notify the right people when conditions change or attention may be required — even when teams are away from the equipment. This supports faster response and helps prevent small issues from escalating into larger disruptions.

Dashboards

See what's happening — without being at the line

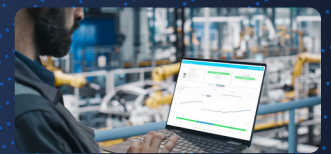
Clear, intuitive dashboards provide instant visibility into labeler status, performance, and key diagnostics. This helps teams quickly understand how the line is running, identify potential issues, and make informed decisions without constant manual checks.

Remote Support

Recover faster with expert support

When support is required, secure remote access to diagnostic information allows faster troubleshooting and better preparation — often reducing investigation time and the need for routine onsite service visits.

*Subject to availability in your region



Videojet® 9310

Label Applicator

Application method

Direct Apply (standard) with Intelligent Motion™ Label Drive

Labeling speed

Up to 500mm/s

Throughput

Up to 600 packs per minute with 20mm long labels, dependent on label length and package size

Label specification

Width/length: 0.4" to 4.3" / 0.4" to 19.7" (10 to 110mm / 10 to 500mm)
Capacity: Up to 300mm spool diameter

Low Labels and End of Label Reel detection, with predicted time till end of reel

Automatic adjustment for label/backing type and label size

Connectivity

Ethernet, Configurable I/O (24V PNP)

USB (for backup/restore)

Remote display support via VNC

Auxiliary gap sensor interface

Optional printer interface

Optional applicator interface

Communications protocols

Compatible with Videojet Remote Service

ZBC (Zipher binary communications) protocol support

Language capabilities

Arabic, Bulgarian, Czech, Danish, Dutch, English, Estonian, German, Greek, Finnish, French, Hebrew, Hungarian, Italian, Japanese, Korean, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Simplified Chinese, Slovak, Spanish, Swedish, Thai, Turkish, Traditional Chinese, Ukrainian, Vietnamese

Air consumption

No air required for standard Direct Apply labeling

Power consumption

90 – 260VAC (110 packs per minute, 0.06 kW/H at 240V)

Operating environment

Temperature Range: 32–104°F (0–45 C)

Humidity: 20 – 85% Relative, non-condensing

Weight

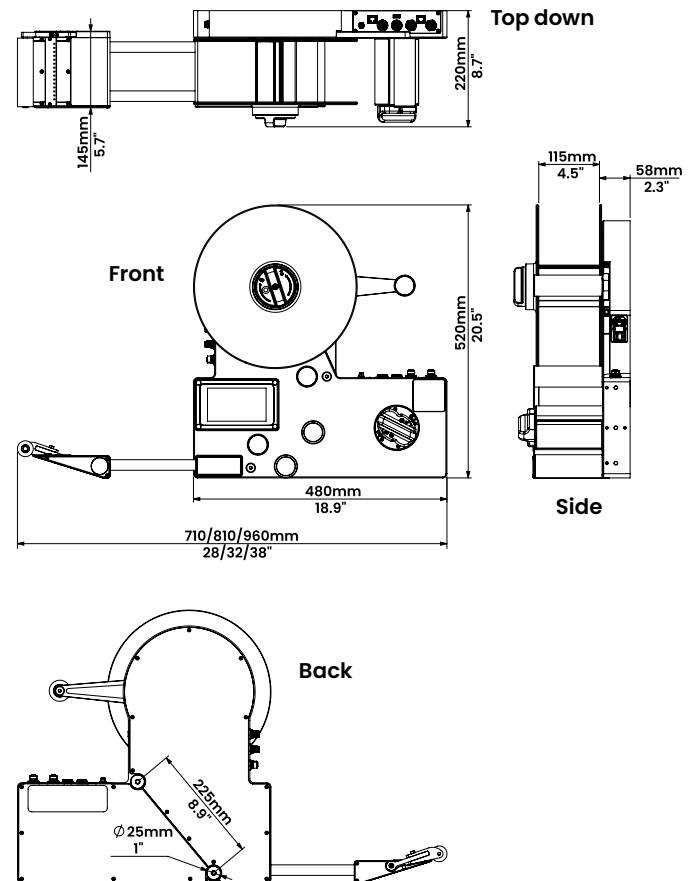
Labeler: 44.1lb (23kg) (max labeler only, excluding labels)

Stand: 198.4lb (90kg) (stand only)

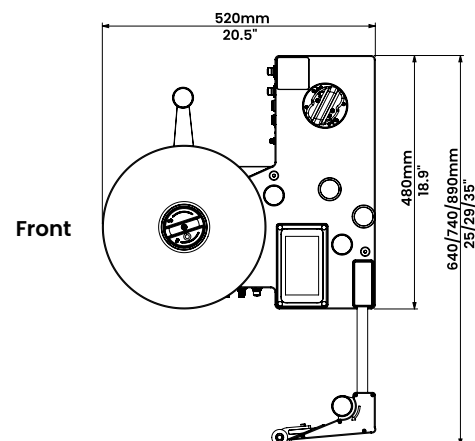
Applicable certifications



Label applicator dimensions



90° Label applicator dimensions



Schur Automation a/s Fuglevangsvej
41, 8700 Horsens
Tel. +45 79 28 29 28
www.schur.com - marking@schur.com