



The Mobile Robot Company

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About Us

Who The Mobile Robot Company is, what it believes about automation, how it does business, and the markets it serves.



Company Overview

The Mobile Robot Company ApS is a Danish robotics company founded in November 2024, headquartered in Hvidovre, Denmark, and maker of the J1600 dual-mode self-driving pallet...



Mission and Vision

The Mobile Robot Company's mission is to redefine how robots assist people in warehouses and factories — removing tedious, repetitive movement so employees can focus on work...



Our Approach to Automation

The seven design principles behind The Mobile Robot Company's products — operator authority, automating the walking, familiar tools, low training threshold, flexible change, progressive...



Human-in-the-Loop Philosophy

Why The Mobile Robot Company keeps a person in the loop — the division of work between operator and robot, and ten situations where human judgment still does the job better.



Business Model

How The Mobile Robot Company sells — public list prices, an international partner channel for demos, trials, deployment and service, and a low-risk four-step customer journey.



Markets We Serve

The customer segments and sectors The Mobile Robot Company targets — single-shift SMEs with one to five pallet-jack operators, plus larger sites with small, changeable material flows.

Company Overview

The Mobile Robot Company ApS (also abbreviated MRC) is a Danish robotics company that develops mobile robot solutions for internal material handling in warehouses, factories, production environments, and logistics operations. It was [founded in November 2024](https://info.mobilerobot.com/company/history/founding-story/) by [Emil Hauch Jensen and Odin Kudahl Skovsted](https://info.mobilerobot.com/company/team/leadership/) and is [headquartered in Hvidovre, Denmark](https://info.mobilerobot.com/company/locations/headquarters/).

Its flagship and first product is the [J1600](https://info.mobilerobot.com/products/j1600/overview/), a [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) self-driving pallet jack. The product targets the gap between flexible but repetitive manual pallet movement and expensive, complex full automation: the operator performs judgment-heavy pickup, [exception handling](https://info.mobilerobot.com/applications/scenarios/handling-exceptions-and-irregular-loads/), and task initiation, while the robot performs repetitive travel and floor-level drop-off.

Company facts

Field	Information
Legal name	The Mobile Robot Company ApS
Founded	November 2024
Founders	Emil Hauch Jensen and Odin Kudahl Skovsted
Headquarters	Kettevej 45, 2650 Hvidovre, Denmark
Product	J1600 self-driving pallet jack
Website	mobilerobot.com (https://www.mobilerobot.com)
General email	hello@mobilerobot.com
General telephone	+45 88 10 90 12
Route to market	International distributor, integrator, and service-partner network
Distributor footprint, June 2026	Eight countries
Main award	IFOY Industrial Truck of the Year 2026

What the company believes

Robots should assist rather than displace operators. Tedious transport work is automated so people can focus on decisions and exceptions that require human context. The product principles are:

- practical, accessible, and affordable automation;
- [rapid deployment](https://info.mobilerobot.com/applications/results/faster-deployment/) (<https://info.mobilerobot.com/applications/results/faster-deployment/>), and value from day one;
- operator-centric and no-code control;
- human takeover whenever conditions require judgment;
- [optional, rather than mandatory, systems integration](https://info.mobilerobot.com/applications/results/lower-integration-complexity/) (<https://info.mobilerobot.com/applications/results/lower-integration-complexity/>);

- [scalable software and fleet integration](https://info.mobilerobot.com/documentation/technical-integration/integration-overview/) (<https://info.mobilerobot.com/documentation/technical-integration/integration-overview/>) when the application grows.

See [Mission and Vision](https://info.mobilerobot.com/company/about/mission-and-vision/) (<https://info.mobilerobot.com/company/about/mission-and-vision/>) and the [Human-in-the-Loop Philosophy](https://info.mobilerobot.com/company/about/human-in-the-loop-philosophy/) (<https://info.mobilerobot.com/company/about/human-in-the-loop-philosophy/>) for the thinking behind these principles.

Product and market focus

The company focuses on horizontal, indoor pallet flows in [goods receiving](https://info.mobilerobot.com/applications/industries/goods-receiving/) (<https://info.mobilerobot.com/applications/industries/goods-receiving/>), storage, production, [staging](https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/) (<https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/>), [cross-docking](https://info.mobilerobot.com/applications/use-cases/cross-docking/) (<https://info.mobilerobot.com/applications/use-cases/cross-docking/>), and shipping. Priority segments include small and medium businesses using one to five pallet-jack operators, plus larger sites with [local work cells](https://info.mobilerobot.com/applications/use-cases/local-work-cell-automation/) (<https://info.mobilerobot.com/applications/use-cases/local-work-cell-automation/>) too small or changeable for a conventional fleet project. See [Markets We Serve](https://info.mobilerobot.com/company/about/markets-we-serve/) (<https://info.mobilerobot.com/company/about/markets-we-serve/>).

Commercial model

[List prices are public](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) (<https://info.mobilerobot.com/products/j1600/pricing-and-roi/>), but customer inquiries are routed through partners. Partners deliver local demonstrations, trials, deployment, service, and customer relationships; the company supplies robots, parts, software, technical support, training, and leads. See [Business Model](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>) and the [Partners section](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

Recognition

The J1600 won the [IFOY AWARD 2026](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) (<https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/>) in the Industrial Truck of the Year category, announced on 26 June 2026 — a challenger victory for a company founded in November 2024 against established industrial-truck manufacturers. The company joined the [NVIDIA Inception](https://info.mobilerobot.com/company/collaborations/nvidia-inception/) (<https://info.mobilerobot.com/company/collaborations/nvidia-inception/>) program in November 2025 and receives support from [Innovation Fund Denmark](https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/) (<https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/>). See [Company Milestones](https://info.mobilerobot.com/) (<https://info.mobilerobot.com/>).

[company/history/company-milestones/](https://info.mobilerobot.com/company/history/company-milestones/)) and [Collaborations \(https://info.mobilerobot.com/company/collaborations/technology-collaborations/\)](https://info.mobilerobot.com/company/collaborations/technology-collaborations/).

Mission and Vision

The Mobile Robot Company's mission is to redefine how robots assist people in warehouses and factories. The desired outcome is not a people-free process: robots remove tedious, repetitive movement so employees can focus on work requiring judgment, adaptability, and uniquely human insight.

Core positioning

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) is positioned in the space between a conventional electric pallet jack and a fully automated [AMR/AGV](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) system:

- manual solutions preserve flexibility but require [operator walking](https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/) and travel time;
- full automation can eliminate labor from a task but often needs expert configuration, integration, infrastructure, and stable processes;
- [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) operation preserves manual control and automates the travel portion, targeting up to 80% of the [productivity and labor benefit](https://info.mobilerobot.com/applications/results/productivity-improvements/) at a fraction of full-automation cost and complexity.

How the company talks about itself

Recurring phrases in [the company's messaging](https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/):

- "human in the loop"
- "automation should adapt to people"
- "the future drives itself"
- "drop, go, repeat"
- "teach and repeat"
- "consumer-level easy"
- automation that works "out of the box"

The human-value argument

Warehouses are messy, dynamic, and unpredictable. The company's ten-example argument identifies damaged pallets and goods, unstable loads, plastic-wrap snags, misplaced pallets, steep dock plates, crowded floors, urgent reprioritization, and route changes as situations where human context remains valuable. The full reasoning is covered in the [Human-in-the-Loop Philosophy](https://info.mobilerobot.com/company/about/human-in-the-loop-philosophy/) (<https://info.mobilerobot.com/company/about/human-in-the-loop-philosophy/>) and in [Human-in-the-loop automation](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/) (<https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/>).

Where the vision comes from

The founders had collectively completed projects for hundreds of customers and deployed more than 10,000 robots before starting the company. They concluded that robot projects were too hard, too slow, and too complex, and formed the company to make mobile robots more operator-centric, easier to use, and more flexible. See the [Founding Story](https://info.mobilerobot.com/company/history/founding-story/) (<https://info.mobilerobot.com/company/history/founding-story/>).

Our Approach to Automation

The Mobile Robot Company builds automation that adapts to people rather than the other way around. This page explains the design principles that shape the [J1600](https://info.mobilerobot.com/products/j1600/overview/) and the company's view of where automation delivers the most value.

A new tier between manual and fully automated

[Most pallet transport today is manual](https://info.mobilerobot.com/documentation/concepts/pallet-automation-fundamentals/): flexible, but full of [repetitive walking](https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/) and travel time. Full automation removes the labor but often requires expert configuration, [systems integration](https://info.mobilerobot.com/applications/results/lower-integration-complexity/), infrastructure, and stable processes. The company's [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) approach occupies the space between the two — manual control is preserved, the travel portion is automated, and the target is up to 80% of the [productivity benefit](https://info.mobilerobot.com/applications/results/productivity-improvements/) at a fraction of the cost and complexity of full automation.

Model	Setup	Flexibility	Labor saving
Manual pallet jack	None	Full manual flexibility	None
J1600 dual mode	Hours	Manual control plus saved autonomous delivery	Up to 80% of operator time on target travel
Fully automated system	Weeks or a longer project	Preprogrammed, expert-configured	Up to 100% of task labor, if fully automated

Design principles

1. **Operator authority.** [A person initiates work and decides when the machine may enter autonomous mode](https://info.mobilerobot.com/safety-compliance/safe-deployment/operator-responsibilities/).

2. **Automate the walking.** Repetitive transport, rather than every nuance of pallet handling, is the principal target.
3. **Familiar tool.** The tiller and manual behavior should feel like a conventional electric pallet jack.
4. **Low threshold.** [Training](https://info.mobilerobot.com/documentation/getting-started/operator-training/) (<https://info.mobilerobot.com/documentation/getting-started/operator-training/>) takes about 30 minutes; standard use requires neither mandatory Wi-Fi nor a systems project.
5. **Flexible change.** Operators add locations by driving and saving them rather than calling an automation expert.
6. **Progressive scale.** [Advanced software](https://info.mobilerobot.com/products/software/advanced-software/) (<https://info.mobilerobot.com/products/software/advanced-software/>), [VDA 5050](https://info.mobilerobot.com/documentation/concepts/vda-5050-explained/) (<https://info.mobilerobot.com/documentation/concepts/vda-5050-explained/>), APIs, automatic charging, and [fleet management](https://info.mobilerobot.com/documentation/technical-integration/fleet-manager-guide/) (<https://info.mobilerobot.com/documentation/technical-integration/fleet-manager-guide/>) remain available when needed.
7. **Economics for smaller operations.** The company explicitly targets [single-shift SMEs with one to five pallet-jack operators](https://info.mobilerobot.com/company/about/markets-we-serve/) (<https://info.mobilerobot.com/company/about/markets-we-serve/>).

Why 80% and not 100%

The final part of pallet work — checking a pallet, placing forks, judging an unstable load, choosing an improvised drop point, reprioritizing a production need — is disproportionately difficult to automate. Removing the operator entirely can require warehouse-management-system and fleet integration, infrastructure, expert configuration, and tightly controlled processes. By leaving those decisions to a person and automating the long travel, dual mode delivers most of the gain with greater flexibility and a lower entry cost. The full argument is in the [Human-in-the-Loop Philosophy](https://info.mobilerobot.com/company/about/human-in-the-loop-philosophy/) (<https://info.mobilerobot.com/company/about/human-in-the-loop-philosophy/>).

Lessons from highly automated facilities

[A company visit to a major e-commerce cross-docking facility](https://info.mobilerobot.com/newsroom/stories/behind-the-scenes/) (<https://info.mobilerobot.com/newsroom/stories/behind-the-scenes/>) reinforced this approach. Even at a site with major robotics adoption, not every process was automated, some robotic systems were being phased out in favor of reliable conveyors and sorters, minor mechanical downtime of under 10 minutes could occur several times per day, and layout, flow, buffer, and SKU-mix changes could occur several times per week. The conclusion: [flexibility and robustness](https://info.mobilerobot.com/applications/results/operational-flexibility) (<https://info.mobilerobot.com/applications/results/operational-flexibility>).

y/l are business necessities even in highly automated operations — autonomy for repetitive travel, with immediate manual control when conditions change.

Human-in-the-Loop Philosophy

Human-in-the-loop automation — also called human-robot collaboration or operator-centric automation — is the operating philosophy behind The Mobile Robot Company and the [J1600](https://info.mobilerobot.com/products/j1600/overview/). A person retains task authority, performs contextual handling, and can take over instantly; the robot performs repetitive, predictable travel.

For the concept explained from a product perspective, see [Human-in-the-loop automation](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/).

Division of work

Human operator	J1600
Judge load stability, pallet condition, congestion, urgency, and exceptions	Build and update a 3D map and navigate to saved points
Pick pallets and perform difficult or manual height handling	Carry up to 1,600 kg along repetitive routes
Select destination and what happens after delivery	Avoid obstacles and apply speed-dependent safety fields
Confirm entry into autonomous mode	Drop at floor level, return, park, continue, or wait
Override or resume manual control	Repeat stored tasks consistently

Why the operator stays in the loop

The final part of pallet work can be disproportionately difficult to automate: checking a pallet, placing forks, judging an unstable load, interfacing with a conveyor, choosing an improvised drop point, or reprioritizing a production need. Removing the operator can require WMS and fleet integration, infrastructure, expert configuration, and tightly controlled processes.

By retaining the operator, the J1600 avoids treating human judgment as a system failure. The result is 80% of automation's [productivity gain](https://info.mobilerobot.com/applications/results/productivity-improvements/) (<https://info.mobilerobot.com/applications/results/productivity-improvements/>), while retaining [manual flexibility](https://info.mobilerobot.com/applications/results/operational-flexibility/) (<https://info.mobilerobot.com/applications/results/operational-flexibility/>) and lowering cost and implementation risk.

Ten jobs humans still do better

Warehouses are messy, dynamic, and unpredictable. Ten common situations favor keeping a human in the loop:

1. **Spot damaged pallets** — notice a broken bottom board or protruding nail before a safety hazard or jam develops.
2. **Judge load stability** — recognize a [top-heavy, leaning, or poorly stacked load](https://info.mobilerobot.com/applications/use-cases/sensitive-or-unstable-loads/) (<https://info.mobilerobot.com/applications/use-cases/sensitive-or-unstable-loads/>), before lifting it.
3. **Prevent plastic-wrap snags** — see and tuck away a loose shrink-wrap tail before it catches a rack or doorframe.
4. **Locate misplaced pallets** — look around for a pallet that is not exactly at the recorded position rather than stop on a system error.
5. **Catch damaged goods** — identify leaks or crushed corners before delivery to a customer or production line.
6. **Handle steep dock plates** — adapt to bumps, slopes, and misalignment when entering a truck or trailer. Autonomous-mode gradeability is 0°, so slopes remain a manual task.
7. **Navigate crowded floors** (<https://info.mobilerobot.com/applications/scenarios/operation-in-crowded-environments/>) — improvise a safe route through an overflowing or cluttered receiving area.
8. **Respond to urgency** — reprioritize a delivery immediately when a production line is starving.
9. **Teach routes** (<https://info.mobilerobot.com/documentation/concepts/teach-and-repeat/>) — drive to a new point and tap **Save location** instead of calling IT to reprogram a map.
10. **Avoid automation overhead** — pursue the 80% efficiency gain without the full cost, rigid infrastructure, or complex integration of full automation.

These are advocacy examples, not comparative test results. They explain the design logic behind [dual mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) and the

company's [approach to automation](https://info.mobilerobot.com/company/about/our-approach-to-automation/) (<https://info.mobilerobot.com/company/about/our-approach-to-automation/>).

Safety role

Human control is not the vehicle's only safety mechanism. The J1600 also uses independent controllers, certified components, LiDAR scanners, emergency stops, and a 360-degree protective field. Human takeover complements rather than replaces the certified safety architecture — see [How J1600 safety works](https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/) (<https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/>).

Business Model

The Mobile Robot Company sells practical mobile-robot automation through an international partner channel. Public list prices reduce customer friction, while end-user inquiries are routed to [distributors, integrators, or service partners](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>).

Route to market

The company does not sell robots directly to end users. Partners provide local demonstrations, trials, sales, installation, service, and customer ownership. The company provides robots, software, parts, training, technical support, marketing materials, leads, and joint business planning.

The service model lets partners retain the revenue from local human services, while the company supplies parts, software, and paid engineering support to the partner. By June 2026, distributor partnerships existed in eight countries and the network was expanding — see [Growth and International Expansion](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>).

[Qualified integrators, distributors, and service partners](https://info.mobilerobot.com/partners/become-a-partner/who-we-are-looking-for/) (<https://info.mobilerobot.com/partners/become-a-partner/who-we-are-looking-for/>) [can apply by country](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>). The [Partners section](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>) describes the partner program.

The customer journey

The sales model removes [adoption barriers](https://info.mobilerobot.com/documentation/concepts/pallet-automation-fundamentals/) (<https://info.mobilerobot.com/documentation/concepts/pallet-automation-fundamentals/>) through a low-risk, four-step journey:

1. **Demo** (<https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/>) — 30–60 minutes of hands-on use at a partner experience center. A first-time visitor can typically send the robot on an autonomous task within about 15 minutes.
2. **Trial** — a [two-week paid trial](https://info.mobilerobot.com/products/buying-and-deployment/two-week-trial/) (<https://info.mobilerobot.com/products/buying-and-deployment/two-week-trial/>) with free return at any time, no questions asked.

3. **Purchase** — full purchase of the robot and [selected options](https://info.mobilerobot.com/products/chargers-and-accessories/available-options/) (<https://info.mobilerobot.com/products/chargers-and-accessories/available-options/>).

4. **After-sales service** — an [ongoing service and maintenance agreement](https://info.mobilerobot.com/support/faq/service-and-warranty/) (<https://info.mobilerobot.com/support/faq/service-and-warranty/>).

Demo and trial can be skipped, for example by repeat customers, and an after-sales agreement is optional.

What the company sells

Revenue-bearing offers include:

- the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) self-driving pallet jack and manual or automatic chargers;
- [Standard and Advanced software](https://info.mobilerobot.com/products/software/software-comparison/) (<https://info.mobilerobot.com/products/software/software-comparison/>), and the [Fleet Manager](https://info.mobilerobot.com/products/software/fleet-manager/) (<https://info.mobilerobot.com/products/software/fleet-manager/>);
- two-week paid trials;
- [installation and commissioning](https://info.mobilerobot.com/products/buying-and-deployment/installation-and-commissioning/) (<https://info.mobilerobot.com/products/buying-and-deployment/installation-and-commissioning/>);
- annual Basic Care and Full Care support plans;
- spare parts and software upgrades;
- paid on-site support;
- a starter package for new partners.

The J1600 [lists from €65,000](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) (<https://info.mobilerobot.com/products/j1600/pricing-and-roi/>), and a two-week trial costs €4,000 including setup and support. List prices are published openly; the €65,000 base price contrasts with full-automation projects that can reach approximately €1 million.

Why public list prices

Public pricing removes a common adoption barrier. Customers can request or book demos, trials, and [purchases](https://info.mobilerobot.com/products/buying-and-deployment/request-a-quote/) (<https://info.mobilerobot.com/products/buying-and-deployment/request-a-quote/>) online, and inquiries are then channeled to the partner best placed to serve them — normally the partner with the nearest experience center. Partners are expected to respond rapidly and maintain a seamless experience.

Designed for single-shift economics

The economics are intended to work for a single-shift SME operating eight hours per day, five days per week — an operation that cannot justify a large automation project but values immediate, measurable productivity gains. See [Markets We Serve](https://info.mobilerobot.com/company/about/markets-we-serve/) (<https://info.mobilerobot.com/company/about/markets-we-serve/>).

Markets We Serve

The Mobile Robot Company focuses on horizontal, indoor pallet flows in [goods receiving](https://info.mobilerobot.com/applications/industries/goods-receiving/), [storage](https://info.mobilerobot.com/applications/industries/goods-receiving/), production, [staging](https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/), [cross-docking](https://info.mobilerobot.com/applications/use-cases/cross-docking/), and shipping. This page describes the market it addresses and the customers it serves.

A large, lightly automated market

Pallet transport is [one of the biggest and least automated activities](https://info.mobilerobot.com/documentation/concepts/pallet-automation-fundamentals/) in intralogistics:

- more than one million pallet jacks are sold worldwide each year;
- more than 300,000 are sold in Europe annually;
- more than six million people use pallet jacks in daily work;
- only about 1% of pallet handling is automated.

The target is the remaining, mostly manual segment — especially SMEs with one to five operators, single-shift economics, and insufficient budget, time, or resources for a full automation project.

Primary customer segments

- [small and medium manufacturers](https://info.mobilerobot.com/applications/industries/manufacturing/);
- [warehouse operators](https://info.mobilerobot.com/applications/industries/warehousing/) with approximately one to five pallet-jack operators;
- single-shift facilities that cannot justify a large automation project;
- small [third-party logistics](https://info.mobilerobot.com/applications/industries/third-party-logistics/) providers;
- [grocery and FMCG distribution](https://info.mobilerobot.com/applications/industries/grocery-and-fmcg/);

- [e-commerce and fulfillment operations](https://info.mobilerobot.com/applications/industries/e-commerce-and-fulfillment/) (<https://info.mobilerobot.com/applications/industries/e-commerce-and-fulfillment/>);
- larger sites with many [local work cells](https://info.mobilerobot.com/applications/use-cases/local-work-cell-automation/) (<https://info.mobilerobot.com/applications/use-cases/local-work-cell-automation/>) or changeable flows;
- [brownfield sites](https://info.mobilerobot.com/applications/use-cases/brownfield-automation/) (<https://info.mobilerobot.com/applications/use-cases/brownfield-automation/>), seeking incremental automation.

Application sectors

Manufacturing and [internal production logistics](https://info.mobilerobot.com/applications/industries/internal-production-logistics/) (<https://info.mobilerobot.com/applications/industries/internal-production-logistics/>); warehousing and goods receipt; third-party logistics; grocery and FMCG distribution; e-commerce fulfillment; and local material-flow cells inside larger sites. Concrete deployment patterns are described in the [Applications section](https://info.mobilerobot.com/category/applications/) (<https://info.mobilerobot.com/category/applications/>).

Customer problems the company addresses

- [repetitive operator walking](https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/) (<https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/>) and non-value-added transport;
- [labor shortages and high labor dependency](https://info.mobilerobot.com/applications/results/labor-reallocation/) (<https://info.mobilerobot.com/applications/results/labor-reallocation/>);
- unsafe or tiring manual movement;
- large cost and integration barriers to full automation;
- process rigidity and slow reconfiguration;
- variable layouts, [temporary storage](https://info.mobilerobot.com/applications/use-cases/temporary-storage/) (<https://info.mobilerobot.com/applications/use-cases/temporary-storage/>), and changing SKU mix;
- desire for fast, measurable ROI without infrastructure overhaul.

Geographic reach

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) is [available worldwide](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>), including in the United States, Canada, Australia, and China. By June 2026 the company had distributor partnerships in eight countries. Availability and commercial terms in a specific country are confirmed through the company or a local partner — see [Growth](#)

[and International Expansion](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>).

Why this market fits the product

The [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) J1600 is a low-threshold bridge between manual pallet trucks and classic [AGVs and AMRs](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) (<https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/>). Its advantage is not maximum autonomy; it is the combination of familiar manual control, autonomous travel, rapid setup, and a [lower integration burden](https://info.mobilerobot.com/applications/results/lower-integration-complexity/) (<https://info.mobilerobot.com/applications/results/lower-integration-complexity/>) — a fit for operations that need productivity gains without redesigning their workflows. See [Our Approach to Automation](https://info.mobilerobot.com/company/about/our-approach-to-automation/) (<https://info.mobilerobot.com/company/about/our-approach-to-automation/>).