The Mobile Robot Company

Knowledge Center — Awards and Recognition · 2026-08-04

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Awards and Recognition

Awards, certificates, and industry recognition earned by The Mobile Robot Company and the J1600.

IFOY Award 2026

The J1600 won the IFOY AWARD 2026 in the Industrial Truck of the Year category, announced on 26 June 2026 after the Stuttgart ceremony. Competition context, timeline, and the reasons…

Best in Intralogistics

The J1600 received the 2026 Best in Intralogistics Certificate on 16 April 2026 at TEST CAMP INTRALOGISTICS in Dortmund, after completing the three-stage IFOY Audit.

IFOY Innovation Check

The scientific IFOY Innovation Check assessed the J1600 on functionality, novelty, customer benefit, and market relevance, rating implementation very good and calling the vehicle a game…

Startup Recognition

The Mobile Robot Company was named to The Robot Report's 100 Robotics Startups to Watch (Startup Radar 2025) and joined the NVIDIA Inception program, both in November 2025.

Certificates and Milestones

Chronology of The Mobile Robot Company's milestones, certifications, and recognition, from the November 2024 founding to the IFOY Award 2026 win and distributor partnerships in eight…

IFOY Award 2026

The J1600 self-driving pallet jack won the **IFOY AWARD 2026** in the **Industrial Truck of the Year** category. The result was announced on 26 June 2026, following the winner ceremony in Stuttgart on 25 June 2026. This page covers the competition, the evaluation process, and why the J1600 (https://info.mobilerobot.com/products/j1600/overview/) was recognized.

The competition

IFOY stands for International Intralogistics and Forklift Truck of the Year. The award is supported by the VDMA Materials Handling and Intralogistics Association and the VDMA Robotics + Automation Association.

- 49 products and solutions entered the 2026 competition.
- 17 finalists completed the multi-stage IFOY Audit at TEST CAMP INTRALOGISTICS (https://info.mobilerobot.com/newsroom/events/test-camp/) in Dortmund.
- Winners were selected by an independent international jury of trade journalists.
- The J1600 competed in its category alongside products from established industrial-truck manufacturers.
- The winners were revealed in Stuttgart before approximately 150 guests from industry, academia, politics, and media.

The J1600 entered in the applicant category "Warehouse Truck lowlifter".

Timeline

Date	Step
29 January 2026	The J1600 is announced as an IFOY finalist.
15–17 April 2026	IFOY Audit and Test at TEST CAMP INTRALOGISTICS, Dortmund.
16 April 2026	The J1600 receives the Best in Intralogistics Certificate (https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/).
25 June 2026	Winner ceremony in Stuttgart.
26 June 2026	The J1600 is announced as Industrial Truck of the Year 2026.

How the award is decided

Finalists undergo a three-part process at TEST CAMP INTRALOGISTICS:

1. the practical **IFOY Test**;
2. the scientific IFOY Innovation Check (https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/);
3. assessment by the international jury.

The process evaluates each finalist against comparable market solutions rather than merely ranking finalists against each other.

Test observations

The J1600 made its first public appearance during the IFOY Audit. The testers placed it in the space between a standard electric pallet truck and an autonomous mobile robot. A task is created or selected on the display, confirmed by a physical button press, and only enters autonomous mode when the operator judges the environment ready.

- **Navigation:** 3D LiDAR SLAM (https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) on an industrial NVIDIA Jetson AI computer; three-dimensional maps and obstacle avoidance; scanning of environmental features at heights up to 70 m above the vehicle; no building modifications; more reliable and precise than traditional 2D methods in complex or changing conditions.
- **Safety:** two safety LiDARs, front and rear; emergency-stop functions and certified components; a full 360-degree protective field; three blue light strips that display the current safety zone; a field that expands as travel speed increases (https://info.mobilerobot.com/safety-compliance/safety-functions/safety-field-adjustment/). See how J1600 safety works (https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/).
- **Usability and scaling:** no large IT integration; usable on delivery; about 30 minutes of training; unlimited saved drop points; pickup always manual; teach-and-repeat (https://info.mobilerobot.com/documentation/concepts/teach-and-repeat/), VDA 5050 (https://info.mobilerobot.com/documentation/concepts/vda-5050-explained/), and API support (https://info.mobilerobot.com/documentation/technical-integration/rest-api-documentation/); a continuously updated environment model; post-task return or travel to another point.

The test verdict: the vehicle meets demand for flexible automation without the cost or complexity of a large project. Repetitive movement can be automated while manual intervention remains immediately available, and the approach is unusually easy and comparatively affordable.

Why the J1600 won

Key reasons for the recognition:

- a new product tier between manual pallet jacks and classic automated guided vehicles (AGVs) (https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/);
- dual-mode (https://info.mobilerobot.com/products/j1600/dual-mode/) manual and autonomous operation;
- a low implementation barrier and intuitive operation;
- 3D LiDAR SLAM navigation and a layered safety architecture;
- immediate human takeover at any time;
- up to 80% reduction in manual work on repetitive transport;
- applicability to small and medium businesses and single-shift sites;

- optional integration, with VDA 5050 and API scale-up (https://info.mobilerobot.com/documentation/technical-integration/integration-overview/) when needed.

The Innovation Check called the J1600 a "game changer" for low-threshold intralogistics automation. It rated functionality and implementation ++ and novelty, customer benefits, and market relevance +. See the IFOY Innovation Check (https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/) for the full assessment.

Significance

The win was a challenger victory: The Mobile Robot Company was founded in November 2024 (https://info.mobilerobot.com/company/history/founding-story/) and won a major international logistics award with its first product less than two years later, competing against established industrial-truck manufacturers. At the time of the win, the company had distributor partners in eight countries (https://info.mobilerobot.com/company/history/growth-and-international-expansion/).

Event footage and the winner-period videos are collected in event videos (https://info.mobilerobot.com/newsroom/videos/event-videos/).

Best in Intralogistics

The Mobile Robot Company received the 2026 **Best in Intralogistics Certificate** for the J1600 on 16 April 2026 at TEST CAMP INTRALOGISTICS 2026 (https://info.mobilerobot.com/newsroom/events/test-camp/) in Dortmund's Westfalenhalle. The certificate recognizes IFOY finalists that successfully complete the three-stage IFOY Audit, and it preceded the J1600's IFOY Award 2026 (https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) win.

What the certificate recognizes

- proven technological innovation;
- market relevance;
- demonstrated customer value;
- successful completion of the scientific evaluation, practical testing, and jury assessment.

Performance and application testing covered efficiency, sustainability, safety, and usability. The scientific IFOY Innovation Check (https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/) involved the research institutes Fraunhofer IML and Fraunhofer IPA.

Presentation

The Chairman of the Board of the VDMA Materials Handling and Intralogistics Association formally presented the certificate on the second day of TEST CAMP INTRALOGISTICS.

A short video from the presentation is listed in event videos (https://info.mobilerobot.com/newsroom/videos/event-videos/).

Relation to the IFOY Award

The certificate is a finalist recognition, not the final award. The IFOY winner ceremony took place on 25 June 2026 in Stuttgart, and the J1600 was announced as Industrial

Truck of the Year 2026 on 26 June 2026. See IFOY Award 2026 (https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) for the competition context and Certificates and Milestones (https://info.mobilerobot.com/newsroom/awards/certificates-and-milestones/) for the full recognition timeline.

IFOY Innovation Check

The IFOY Innovation Check is the scientific stage of the IFOY Audit. It assesses each finalist on functionality and implementation, novelty, customer benefit, and market relevance. Participating institutions include Fraunhofer IML, Fraunhofer IPA, the Technical University of Munich, and TU Dresden. This page summarizes the check's assessment of the J1600 (https://info.mobilerobot.com/products/j1600/overview/) in the 2026 competition.

Functionality and implementation

The check described the J1600 as a pioneering dual-mode vehicle that blurs the boundary between manual pallet handling and autonomous robotics. It can begin work without complex IT integration: an operator manually guides it, saves destinations, and the vehicle returns autonomously while avoiding obstacles. Preferred travel zones can be defined for safer routing in production areas.

Novelty

The assessment places the J1600 between classic automated guided vehicles (AGVs) (https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) and manual pallet jacks. It highlights 3D mapping combined with 2D safety sensors, producing a surrounding protective field and certified safe reversing without specially marked target zones. Lithium iron phosphate (LiFePO4) batteries, VDA 5050 (https://info.mobilerobot.com/documentation/concepts/vda-5050-explained/) support, and immediate tiller takeover support industrial use.

Customer benefit

- manual-effort reduction of up to 80% for repetitive transport;
- human control retained for difficult load handling;
- lower risk and faster return on investment without a complex IT project or permanent Wi-Fi;
- applicability even to smaller, single-shift businesses.

Market relevance

The check rates market relevance highly because manual pallet handling dominates a market of more than one million pallet-jack sales per year. Small and medium businesses can automate initial processes without redesigning their workflows.

Ratings

Criterion	Rating
Functionality / type of implementation	++ (very good)
Novelty / innovation	+ (good)
Customer benefits	+ (good)
Market relevance	+ (good)

Verdict

The check considers the J1600 a significant step toward accessible, low-threshold intralogistics automation, combining industrial AI capability with intuitive use and broad applicability — a "game changer" for low-threshold intralogistics automation.

The Innovation Check was one of three stages that led to the Best in Intralogistics Certificate (https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) and the IFOY Award 2026 (https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) win. The dual-mode concept it evaluated is explained in Dual Mode (https://info.mobilerobot.com/products/j1600/dual-mode/) and human-in-the-loop automation (https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/).

Startup Recognition

Within its first year, The Mobile Robot Company received two forms of startup recognition: a place on The Robot Report's 2025 startup list and membership of the NVIDIA Inception (https://info.mobilerobot.com/company/collaborations/nvidia-inception/) program. Both came in November 2025, before the J1600's first-product launch (https://info.mobilerobot.com/company/history/product-launch-timeline/) in January 2026.

100 Robotics Startups to Watch — Startup Radar 2025

The Mobile Robot Company was named to The Robot Report's **"100 Robotics Startups to Watch — Startup Radar 2025"** in November 2025.

The recognition is connected to "tap-to-go" autonomy for factories, third-party-logistics warehouses, and e-commerce fulfillment. The outcomes highlighted were:

- reclaiming operator walk time;
- stabilizing material flow;
- increasing throughput without an infrastructure overhaul;
- deploying in hours rather than months.

These outcomes describe the J1600 (https://info.mobilerobot.com/products/j1600/overview/) and its teach-and-repeat (https://info.mobilerobot.com/documentation/concepts/teach-and-repeat/) operating model.

NVIDIA Inception

The Mobile Robot Company joined the **NVIDIA Inception** program in November 2025. The program provides startups with advanced technology, expertise, and go-to-market resources.

Access to NVIDIA's AI ecosystem and technical support can accelerate the development of intelligent mobile robotics and scalable warehouse and logistics automation. The J1600 uses an industrial NVIDIA Jetson AI computer for its 3D LiDAR SLAM navigation (https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidanc

e/) — see the technical specifications (https://info.mobilerobot.com/products/j1600/technical-specifications/).

Context

Both recognitions arrived while the company was moving from its recorded market launch (20 October 2025) toward pre-orders (2 December 2025) and the first-product launch (January 2026). The full chronology is in Certificates and Milestones (https://info.mobilerobot.com/newsroom/awards/certificates-and-milestones/), and the industry recognition that followed in 2026 is covered in IFOY Award 2026 (https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/).

Certificates and Milestones

This page collects the company's certifications, recognition, and dated milestones (https://info.mobilerobot.com/company/history/company-milestones/) in one place. Note that "market launch", "pre-orders", "first-product launch", and "shipping" are distinct milestones (https://info.mobilerobot.com/company/history/product-launch-timeline/) with different dates.

Milestone chronology

Date	Milestone
November 2024	Emil Hauch Jensen and Odin Kudahl Skovsted found The Mobile Robot Company in Denmark.
20 October 2025	Recorded J1600 market-launch date.
November 2025	The company joins the NVIDIA Inception program.
November 2025	The company is named to The Robot Report's 100 Robotics Startups to Watch (Startup Radar 2025).
2 December 2025	J1600 pre-orders open.
12 January 2026	Fernando Fandiño Oliver becomes Senior Vice President EMEA.
January 2026	The J1600 launches as the company's first product.
29 January 2026	The company launches its 2026 technical webinar series and announces the J1600 as an IFOY finalist.
Q2 2026	Scheduled J1600 shipping window.
6 March 2026	The company announces support from Innovation Fund Denmark.
22 March 2026	Senior Vice President EMEA Fernando Fandiño Oliver appears on the Tech Talks podcast "The BotPod".
15–17 April 2026	The company participates in TEST CAMP INTRALOGISTICS 2026 in Dortmund.
16 April 2026	The J1600 receives the Best in Intralogistics Certificate after passing the three-stage IFOY Audit.
25 June 2026	IFOY winner ceremony in Stuttgart.
26 June 2026	The J1600 wins IFOY Industrial Truck of the Year 2026. The company has distributor partners in eight countries.

Date	Milestone
27–29 June 2026	The J1600 is demonstrated at the United Symbol Open House in Sassuolo, Italy.
8 July 2026	The company highlights its collaboration with ALCA Technologies.

Product certification

The J1600 is CE marked (https://info.mobilerobot.com/safety-compliance/certificates/ce-declaration-of-conformity/) and its preliminary compliance list (https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/) covers EU directives, EN ISO standards including EN ISO 3691-4:2023 (https://info.mobilerobot.com/safety-compliance/standards/iso-3691-4/) and EN ISO 13849-1:2023 (https://info.mobilerobot.com/safety-compliance/standards/iso-13849-1/), US standards ANSI/ITSDF B56.5-2024 (https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-5/) and ANSI/ITSDF B56.1-2020 (https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-1/), and UN 38.3 battery transport testing. The full list is maintained under Safety & Compliance (https://info.mobilerobot.com/category/safety-compliance/).

Award and certificate summary

- **Best in Intralogistics Certificate, 16 April 2026** — awarded at TEST CAMP INTRALOGISTICS in Dortmund to IFOY finalists that complete the three-stage audit. See Best in Intralogistics (https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/).
- **IFOY AWARD 2026, Industrial Truck of the Year, announced 26 June 2026** — won after the practical test, the scientific IFOY Innovation Check (https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/), and jury assessment. See IFOY Award 2026 (https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/).
- **Startup recognition, November 2025** — The Robot Report Startup Radar 2025 listing and NVIDIA Inception (https://info.mobilerobot.com/company/collaborations/nvidia-inception/) membership. See Startup Recognition (https://info.mobilerobot.com/newsroom/awards/startup-recognition/).

Innovation Fund Denmark support

On 6 March 2026, the company announced financial backing and strategic guidance from **Innovation Fund Denmark (https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/)** to accelerate product development and commercialization of next-generation intelligent mobile robotics. CEO Emil Hauch Jensen described the support as validation of the company's technology and vision.

A fast first chapter

The company's first chapter moved quickly: founded in November 2024 (https://info.mobilerobot.com/company/history/founding-story/), first product launched by January 2026, a major international award won by June 2026, and distributors active in eight countries (https://info.mobilerobot.com/company/history/growth-and-international-expansion/). Company news beyond awards is collected in Company Updates (https://info.mobilerobot.com/newsroom/stories/company-updates/).