



The Mobile Robot Company

Knowledge Center — Become a Partner · 2026-08-04

<https://info.mobilerobot.com/category/become-a-partner>

Become a Partner

Who The Mobile Robot Company looks for in a partner, where the J1600 is available, and how a new partnership gets started.



Who We Are Looking For

The profile of a Mobile Robot Company partner — distributors, integrators, and service partners whose core business complements mobile robots, with demonstration capability, service...



Country Availability

Where the J1600 is available — worldwide sales through a partner network with distributors in eight countries as of June 2026, and what to check with a local partner before ordering.



Onboarding Process

What happens after a partner agreement is signed — joint business planning, the two-day training workshop, building the experience center, supported first deployments, and the first...



Starter Package

The one-time starter package for new Mobile Robot Company partners — a demo robot, manual charger, Advanced software, a two-day training workshop, five on-site support days, and a...



Contact the Partner Team

[How to reach The Mobile Robot Company about partnership — general contact channels, the EMEA partner contact, and what to include in a first message.](#)

Who We Are Looking For

[The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) (<https://info.mobilerobot.com/company/about/company-overview/>) builds its channel from organizations that already live close to material handling. This page describes the profile that fits the [partner program](https://info.mobilerobot.com/partners/program/program-overview/) (<https://info.mobilerobot.com/partners/program/program-overview/>).

A complementary core business

The strongest candidates are organizations whose primary business naturally complements the robots:

- **manual-fork-truck businesses** — dealers and service organizations for conventional pallet jacks and forklifts;
- **automated-material-handling businesses** — integrators and suppliers of warehouse automation.

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) is a [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) vehicle: in manual mode it behaves like a conventional electric pallet jack, and in automatic mode it drives itself to saved locations. Organizations from either side of that line — manual equipment or automation — can sell, deploy, and service it with the capabilities they already have.

Three partner profiles

Qualified **distributors**, **integrators**, and **service partners** can all apply. The program applies the same expectations to each profile; see [Partner Types](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>).

What we expect you can build

A partner should be able to establish and sustain:

- one or more physical experience centers where customers get hands-on with the robot — shared showroom space is acceptable;

- product in stock for immediate fulfillment;
- the full offering: demonstrations, paid trials, sales, installation, and after-sales contracts;
- field-service technicians trained on the product;
- an internal product Champion as the resident expert;
- a rhythm of recurring business planning with the company.

The formal list is in [Requirements](https://info.mobilerobot.com/partners/program/requirements/) (<https://info.mobilerobot.com/partners/program/requirements/>).

How we work together

The partnership values are collaboration, transparency, and a shared commitment to customer success; clear roles in a three-way relationship among company, partner, and end customer; non-exclusive freedom with performance-based rewards; structured planning and disciplined execution; and local presence with responsive support. Loyalty and commitment are rewarded with investment.

Where

Applications are handled by country. The network covered eight countries as of June 2026 and continues to expand — see [Country Availability](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>).

Next step

Follow the [Application Process](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>) or [contact the partner team](https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/) (<https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/>).

Country Availability

The J1600 is available worldwide, including in the United States, Canada, Australia, and China. This page explains how availability works in practice for customers and for prospective partners.

How worldwide availability works

The Mobile Robot Company [sells through an international network](https://info.mobilerobot.com/company/about/business-model/) of distributors, integrators, and service partners rather than directly. By June 2026 the company had distributor partnerships in eight countries, and the network is expanding. Customer inquiries are assigned through the [partner network](https://info.mobilerobot.com/partners/program/program-overview/) — as a rule of thumb, to the partner with the nearest experience center.

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) is [CE marked](https://info.mobilerobot.com/safety-compliance/certificates/ce-declaration-of-conformity/) and complies with both European and US safety requirements, notably [EN ISO 3691-4](https://info.mobilerobot.com/safety-compliance/standards/iso-3691-4/) and [ANSI/ITSDF B56.5](https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-5/). The full list of directives and standards is in [Compliance Statements](https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/).

What to confirm for your market

Several details are specific to each market and are handled through the company or a local partner rather than listed here:

- which countries the eight distributor partnerships cover, and who the local distributors and integrators are;
- country-specific prices, taxes, currencies, Incoterms, import duties, and delivery times;
- country-specific service coverage;
- certification details for individual markets such as Canada, Australia, or China.

Confirm availability, commercial terms, and local certification for your market with the company or a local partner before planning a deployment.

For customers

If you want to see or buy the robot, start at www.mobilerobot.com (<https://www.mobilerobot.com>) — list prices are public, and demo, trial, and purchase requests are [routed to a partner in your area](https://info.mobilerobot.com/products/buying-and-deployment/find-a-local-partner/) (<https://info.mobilerobot.com/products/buying-and-deployment/find-a-local-partner/>). See [Products](https://info.mobilerobot.com/category/products/) (<https://info.mobilerobot.com/category/products/>) for the product itself.

For prospective partners

Partnerships are established country by country, and the company invites qualified [integrators, distributors, and service partners](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>) to discuss [joining the network](https://info.mobilerobot.com/partners/program/why-partner-with-us/) (<https://info.mobilerobot.com/partners/program/why-partner-with-us/>) in their market. If your country is not yet covered, that is an opening rather than a barrier — see [Who We Are Looking For](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/>) and the [Application Process](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>), or ask the [partner team](https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/) (<https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/>) about the status of your market.

Contact the Partner Team

Ready to discuss a partnership, or want to know whether your country is covered? Use the channels below.

General channels

Purpose	Contact
Partner inquiries and general email	hello@mobilerobot.com
Website	www.mobilerobot.com (https://www.mobilerobot.com) — see the "Partner with us" section
General telephone	+45 88 10 90 12

Headquarters (<https://info.mobilerobot.com/company/locations/headquarters/>): The Mobile Robot Company ApS, Kettevej 45, 2650 Hvidovre, Denmark.

EMEA

For Europe, the Middle East, and Africa, partner and integrator relationships are led by [Fernando Fandiño Oliver](https://info.mobilerobot.com/company/team/leadership/) (<https://info.mobilerobot.com/company/team/leadership/>), Senior Vice President EMEA:

- Email: fernando.fandino.oliver@mobilerobot.com
- Telephone: +34 649 999 802

What to include in a first message

Partnerships are established country by country, so a useful first message states:

- the country or countries you want to cover;

- your current core business — for example fork-truck sales and service, or automated material handling;
- which profile fits you best: distributor, integrator, or service partner (see [Partner Types](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>)).

Before you write

- [Who We Are Looking For](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/>) — the partner profile.
- [Application Process](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>) — how the conversation runs.
- [Country Availability](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>) — how the network covers markets.