



The Mobile Robot Company

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<https://info.mobilerobot.com/category/company>

Company

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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/() 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/buffer-and-staging-management/), 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/>).

Founding Story

[The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) (<https://info.mobilerobot.com/company/about/company-overview/>) was founded in Denmark in November 2024 by [Emil Hauch Jensen and Odin Kudahl Skovsted](https://info.mobilerobot.com/company/team/leadership/) (<https://info.mobilerobot.com/company/team/leadership/>).

The experience behind the company

Before founding the company, the two founders had built international careers at mobile-robotics and automation companies. Between them they had completed projects for hundreds of customers and deployed more than 10,000 robots worldwide.

That experience led to a clear conclusion: robot projects were too hard, too slow, and too complex. Automation that should have freed people from repetitive work instead demanded expert configuration, systems integration, and rigid processes.

The founding mission

The founders formed the company to make mobile robots more operator-centric, easier to use, and more flexible. The philosophy is that robots should assist rather than displace operators — automating tedious transport so people can focus on decisions and exceptions that require human context. This became the company's [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 shaped the design of the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>), the company's first product.

A fast first chapter

The company's first chapter moved quickly:

- founded in November 2024;
- [first product launched by January 2026](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>);
- a major international award — [IFOY Industrial Truck of the Year 2026](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) (<https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/>) — won by June 2026;

- [distributor partners active in eight countries \(https://info.mobilerobot.com/company/history/growth-and-international-expansion/\)](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) by June 2026.

The full timeline is in [Company Milestones \(https://info.mobilerobot.com/company/history/company-milestones/\)](https://info.mobilerobot.com/company/history/company-milestones/).

Company Milestones

This page lists the company's milestones in chronological order, from founding through its first product launch, international recognition, and channel expansion.

Chronology

Date	Milestone
November 2024	Emil Hauch Jensen and Odin Kudahl Skovsted found The Mobile Robot Company in Denmark.
20 October 2025	J1600 market launch.
November 2025	The company joins the NVIDIA Inception (https://info.mobilerobot.com/company/collaborations/nvidia-inception/), program.
November 2025	The company enters 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 (https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/).
22 March 2026	Senior Vice President EMEA Fernando Fandiño Oliver appears on a robotics-industry podcast.
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.

Date	Milestone
26 June 2026	The J1600 wins IFOY Industrial Truck of the Year 2026. The company has distributor partners in eight countries.
27–29 June 2026	The J1600 is demonstrated at the United Symbol Open House 2026 in Sassuolo, Italy, with support from ALCA Technologies.
8 July 2026	The company highlights its collaboration with ALCA Technologies (https://info.mobilerobot.com/company/collaborations/technology-collaborations/).

LAUNCH DATES ARE DISTINCT EVENTS

"Market launch" (20 October 2025), pre-orders (2 December 2025), first-product launch (January 2026), and shipping (Q2 2026) are different milestones. See the [Product Launch Timeline](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>).

The award milestone

The [IFOY AWARD 2026 win](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, was the first Danish receipt of this international logistics honor and a challenger victory against established industrial-truck manufacturers, for a company founded only in November 2024. More detail is in the [Newsroom](https://info.mobilerobot.com/category/newsroom/) (<https://info.mobilerobot.com/category/newsroom/>).

Related pages

- [Founding Story](https://info.mobilerobot.com/company/history/founding-story/) (<https://info.mobilerobot.com/company/history/founding-story/>)
- [Product Launch Timeline](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>)
- [Growth and International Expansion](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>)

Product Launch Timeline

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) reached the market through four distinct milestones. They are often confused, so this page states each one precisely.

The four launch milestones

Date	Milestone	What it means
20 October 2025	Market launch	The recorded J1600 market-launch date.
2 December 2025	Pre-orders open	Customers can place pre-orders for the J1600.
January 2026	First-product launch	The J1600 launches as the company's first product.
Q2 2026	Shipping window	The scheduled window for J1600 shipments.

KEEP THE DATES DISTINCT

"Market launch," "first product launch," "pre-orders," and "ships" refer to different milestones. The October 2025, December 2025, January 2026, and Q2 2026 dates should not be collapsed into a single event.

Launch-period context

- The J1600 was announced as an IFOY finalist on 29 January 2026, the same day the company launched its [2026 technical webinar series](https://info.mobilerobot.com/newsroom/events/technical-webinars/) with a deep dive on the J1600.
- The specifications published in January 2026 are preliminary and subject to change — see the [technical specifications](https://info.mobilerobot.com/products/j1600/technical-specifications/).
- At launch, the J1600 was offered [from €65,000](https://info.mobilerobot.com/products/j1600/pricing-and-roi/), with a two-week paid trial at €4,000 including setup and

support.

After launch

Within six months of the first-product launch, the J1600 had passed the three-stage IFOY Audit, received the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) (https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) on 16 April 2026, and won [IFOY Industrial Truck of the Year 2026](https://info.mobilerobot.com/newsroom/awards/ifo-award-2026/) (https://info.mobilerobot.com/newsroom/awards/ifo-award-2026/) on 26 June 2026. See [Company Milestones](https://info.mobilerobot.com/company/history/company-milestones/) (https://info.mobilerobot.com/company/history/company-milestones/) and [Growth and International Expansion](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (https://info.mobilerobot.com/company/history/growth-and-international-expansion/).

Growth and International Expansion

The Mobile Robot Company expanded internationally through a partner channel rather than direct sales. This page tracks that growth from [founding](https://info.mobilerobot.com/company/history/founding-story/) to mid-2026.

From founding to eight countries

The company was founded in Denmark in November 2024. By June 2026 — roughly nineteen months later — it had distributor partnerships in eight countries, with the network still expanding. The footprint stood at eight countries at the time of the [IFOY Industrial Truck of the Year 2026 win](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) on 26 June 2026.

Worldwide availability

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) is available worldwide, including in the United States, Canada, Australia, and China. Customer inquiries are assigned through the partner network rather than fulfilled directly by the company; [qualified integrators, distributors, and service partners](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/). See the [Partners section](https://info.mobilerobot.com/category/partners/).

[Country-specific details](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) — named local partners, prices, taxes, currencies, delivery terms, and service coverage — are confirmed with the company or a local partner.

EMEA leadership

On 12 January 2026 the company appointed Fernando Fandiño Oliver as Senior Vice President EMEA. His remit covers regional business development, market expansion, customer and partner relationships, strategic initiatives, and execution of the company's long-term growth strategy across Europe, the Middle East, and Africa. See [Leadership](https://info.mobilerobot.com/company/team/leadership/).

European presence in 2026

- **Dortmund, Germany, 15–17 April 2026** — participation in [TEST CAMP INTRALOGISTICS 2026](https://info.mobilerobot.com/newsroom/events/test-camp/) (<https://info.mobilerobot.com/newsroom/events/test-camp/>) and the [33rd German Material Flow Congress](https://info.mobilerobot.com/newsroom/events/past-events/) (<https://info.mobilerobot.com/newsroom/events/past-events/>); the J1600 made its first public appearance during the IFOY Audit and received the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) (<https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/>) on 16 April.
- **Stuttgart, Germany, 25–26 June 2026** — IFOY winner ceremony and the announcement of the Industrial Truck of the Year 2026 win.
- **Sassuolo, Italy, 27–29 June 2026** — J1600 demonstrations at the United Symbol Open House, supported by [ALCA Technologies](https://info.mobilerobot.com/company/collaborations/technology-collaborations/) (<https://info.mobilerobot.com/company/collaborations/technology-collaborations/>).

Recognition supporting growth

International recognition accompanied the commercial expansion: entry into [The Robot Report's 100 Robotics Startups to Watch](https://info.mobilerobot.com/newsroom/awards/startup-recognition/) (<https://info.mobilerobot.com/newsroom/awards/startup-recognition/>) (November 2025), membership of [NVIDIA Inception](https://info.mobilerobot.com/company/collaborations/nvidia-inception/) (<https://info.mobilerobot.com/company/collaborations/nvidia-inception/>) (November 2025), support from [Innovation Fund Denmark](https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/) (<https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/>) (announced 6 March 2026), and the IFOY Award 2026. The full sequence is in [Company Milestones](https://info.mobilerobot.com/company/history/company-milestones/) (<https://info.mobilerobot.com/company/history/company-milestones/>).

Leadership

The Mobile Robot Company is led by its two co-founders and a senior regional executive. Contact details for media and regional inquiries are on the [Contact People](https://info.mobilerobot.com/company/team/contact-people/) (<https://info.mobilerobot.com/company/team/contact-people/>), page.

Emil Hauch Jensen — Co-founder and CEO

Emil Hauch Jensen (also "Emil Jensen") is co-founder and CEO of The Mobile Robot Company. He co-founded the business with Odin Kudahl Skovsted in November 2024 and is its principal spokesperson.

Background

His earlier experience covers international leadership roles at mobile-robotics and automation companies. As a general manager of overseas business, he secured multimillion-euro contracts, launched new robotics products, and built an international sales team from the ground up. He also contributed to revenue growth and expanded sales operations in China at an international mobile-robotics company.

Role

Emil's public topics include [product demonstrations](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/) (<https://info.mobilerobot.com/newsroom/videos/product-demonstrations/>), pricing and ROI, founding history, worldwide availability, VDA 5050, task and location setup, and the company's [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/>). The company's route-to-market, IFOY, NVIDIA Inception, funding, and flexible-automation narratives are attributed to him.

Odin Kudahl Skovsted — Co-founder and CTO

Odin Kudahl Skovsted (sometimes shortened to Odin Skovsted) is co-founder and CTO of The Mobile Robot Company.

Background

He is a senior management executive and robotics expert with more than two decades of experience in technological innovation and business growth. As a vice president of customer application support at an international mobile-robotics company, he helped scale the business from a small startup to a global enterprise.

Role

Odin is responsible for technical leadership. In public material he describes the [Copenhagen test facility](https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/) (<https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/>)'s real-world validation conditions, the J1600's 1.6 m manual pick height and 1,600 kg payload, manual and automatic charging, and rapid deployment, measurable productivity, efficiency, and resilience.

Fernando Fandiño Oliver — Senior Vice President EMEA

Fernando Fandiño Oliver (also "Fernando Fandino" or "Fernando Fandiño") joined The Mobile Robot Company as Senior Vice President EMEA, announced on 12 January 2026. His remit covers regional business development, market expansion, customer and partner relationships, strategic initiatives, and execution of the company's long-term growth strategy across Europe, the Middle East, and Africa.

Background

His international career in mobile robotics and intralogistics includes leading regional business and market-expansion strategies in EMEA, developing and managing partner and integrator networks, executing mobile-robotics projects in complex industrial environments, aligning commercial, technical, and operational teams, and contributing to market growth, partner ecosystems, and large-scale AMR adoption across multiple industries.

Role

Fernando appears in [public material about trials and proofs of concept](https://info.mobilerobot.com/newsroom/videos/customer-and-partner-videos/) (<https://info.mobilerobot.com/newsroom/videos/customer-and-partner-videos/>), customer support, pallet and load-carrier flexibility, service packages, partnership applications, common transport tasks, and the value of manual judgment for sensitive or unstable loads. He has also

discussed global robotics scaling on [a robotics-industry_podcast](https://info.mobilerobot.com/newsroom/videos/interviews/) (<https://info.mobilerobot.com/newsroom/videos/interviews/>).

Shared founding experience

Before founding the company, Emil and Odin had collectively completed projects for hundreds of customers and deployed more than 10,000 robots. That experience is the basis of the company's [founding mission](https://info.mobilerobot.com/company/about/mission-and-vision/) (<https://info.mobilerobot.com/company/about/mission-and-vision/>), — see the [Founding Story](https://info.mobilerobot.com/company/history/founding-story/) (<https://info.mobilerobot.com/company/history/founding-story/>).

Team Members

The people working at The Mobile Robot Company are listed below. Leadership profiles are on the [Leadership](https://info.mobilerobot.com/company/team/leadership/) page.

The team

Name	Role
Emil Hauch Jensen	Co-founder and CEO
Odin Kudahl Skovsted	Co-founder and CTO
Fernando Fandiño Oliver	Senior Vice President EMEA
Pratheesh Prakash	Team member
Regine Candido	Team member
Abdelrahman Nasr	Team member
Swati Gupta	Team member

Working at the company

The company is headquartered in Hvidovre, Denmark — see [Headquarters](https://info.mobilerobot.com/company/locations/headquarters/) — and welcomes people interested in shaping the future of automation. See [Working With Us](https://info.mobilerobot.com/company/careers/working-with-us/).

Contact People

Use this page to find the right person or channel at The Mobile Robot Company. Postal address and general channels are also listed under [Contact Information](https://info.mobilerobot.com/company/locations/contact-information/) (<https://info.mobilerobot.com/company/locations/contact-information/>).

Contact directory

Purpose	Contact
General inquiries	hello@mobilerobot.com · +45 88 10 90 12
Website	www.mobilerobot.com (https://www.mobilerobot.com)
CEO and media	Emil Hauch Jensen · emil@mobilerobot.com · +45 88 10 90 12
EMEA and interviews	Fernando Fandiño Oliver · fernando.fandino.oliver@mobilerobot.com · +34 649 999 802

Who handles what

- **Emil Hauch Jensen**, co-founder and CEO, is the company's principal spokesperson and the contact for [media and press inquiries](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).
- **Fernando Fandiño Oliver**, Senior Vice President EMEA, is the contact for interviews and business across Europe, the Middle East, and Africa.

Profiles for both are on the [Leadership](https://info.mobilerobot.com/company/team/leadership/) (<https://info.mobilerobot.com/company/team/leadership/>) page.

Sales, trials, and support

Customer inquiries about demonstrations, trials, and purchases are routed through [the company's partner network](https://info.mobilerobot.com/products/buying-and-deployment/fin-d-a-local-partner/) (<https://info.mobilerobot.com/products/buying-and-deployment/fin-d-a-local-partner/>) — start at www.mobilerobot.com (<https://www.mobilerobot.com>) or the

Support section (<https://info.mobilerobot.com/category/support/>). Prospective partners can apply through the Partners section (<https://info.mobilerobot.com/category/partners/>).

Headquarters

The Mobile Robot Company ApS is headquartered in Hvidovre, Denmark, in the Copenhagen area.

Address

The Mobile Robot Company ApS Kettevej 45 2650 Hvidovre Denmark

Made in Denmark

The company is Danish, founded in November 2024, and the [J1600](https://info.mobilerobot.com/products/j1600/overview/) is manufactured in Denmark.

Visiting

Prospects who want to see the J1600 in operation can arrange a visit to the company's Copenhagen [test and demonstration facility](https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/), or a demonstration through [a local partner](https://info.mobilerobot.com/products/buying-and-deployment/find-a-local-partner/). For contact channels, see [Contact Information](https://info.mobilerobot.com/company/locations/contact-information/).

Test and Demonstration Facility

The Mobile Robot Company operates a demo and test area in the Copenhagen area. It serves two purposes: validating the [J1600](https://info.mobilerobot.com/products/j1600/overview/) under realistic conditions, and giving prospects a place to test the robot before buying.

Real-world validation conditions

The facility is used for validation under intentionally real-world conditions, including:

- uneven flooring;
- water-filled test loads;
- multiple simultaneous test setups.

The goal is to prove the robot in conditions that resemble actual warehouses rather than idealized lab floors. The J1600's operating limits still apply — automatic driving is an indoor, level-floor application.

Customer visits and trials

Customers can visit the facility for [demonstrations](https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/) and trials. For a [proof of concept](https://info.mobilerobot.com/applications/planning/proof-of-concept-planning/), machines can instead be taken to the customer's own plant, so the evaluation runs under the customer's real conditions. Evaluation routes — demonstration, [two-week paid trial](https://info.mobilerobot.com/products/buying-and-deployment/two-week-trial/), and proof of concept — are described in the [Support section](https://info.mobilerobot.com/category/support/) and through the [partner network](https://info.mobilerobot.com/category/partners/).

Arranging a visit

Contact the company at hello@mobilerobot.com or through www.mobilerobot.com to arrange a test or demonstration. See [Contact Information](https://info.mobilerobot.com/company/locations/contact-information/).



Contact Information

All general contact channels for The Mobile Robot Company. For named contacts by role, see [Contact People](https://info.mobilerobot.com/company/team/contact-people/) (<https://info.mobilerobot.com/company/team/contact-people/>).

Postal address

The Mobile Robot Company ApS Kettevej 45 2650 Hvidovre Denmark

General channels

Channel	Detail
Email	hello@mobilerobot.com
Telephone	+45 88 10 90 12
Website	www.mobilerobot.com (https://www.mobilerobot.com)

Media and regional contacts

Purpose	Contact
CEO and media	Emil Hauch Jensen · emil@mobilerobot.com · +45 88 10 90 12
EMEA and interviews	Fernando Fandiño Oliver · fernando.fandino.oliver@mobilerobot.com · +34 649 999 802

Social channels

- [LinkedIn](https://www.linkedin.com/company/the-mobile-robot-company/) (<https://www.linkedin.com/company/the-mobile-robot-company/>)
- [Facebook](https://www.facebook.com/TheMobileRobotCompany) (<https://www.facebook.com/TheMobileRobotCompany>)
- [Instagram](https://www.instagram.com/themobilerobotcompany/) (<https://www.instagram.com/themobilerobotcompany/>)

- [TikTok \(https://www.tiktok.com/@themobilerobotcompany\)](https://www.tiktok.com/@themobilerobotcompany)
- [YouTube Shorts \(https://www.youtube.com/@the-mobile-robot-company/shorts\)](https://www.youtube.com/@the-mobile-robot-company/shorts)

Product and technical questions

Common product questions are answered in the [FAQ \(https://info.mobilerobot.com/support/faq/product-and-capabilities/\)](https://info.mobilerobot.com/support/faq/product-and-capabilities/). Customers with a technical issue can also send a request directly from the machine: the J1600's Help/Support menu provides a QR code for submitting technical requests. More support routes are in the [Support section \(https://info.mobilerobot.com/category/support/\)](https://info.mobilerobot.com/category/support/).

Working With Us

[The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) (<https://info.mobilerobot.com/company/about/company-overview/>) is a Danish robotics company [headquartered in Hvidovre](https://info.mobilerobot.com/company/locations/headquarters/) (<https://info.mobilerobot.com/company/locations/headquarters/>), in the Copenhagen area. It builds mobile robot solutions for internal material handling — starting with the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>), [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>), self-driving pallet jack, which is made in Denmark.

What you would be part of

The company was founded in November 2024 by two robotics veterans who had collectively deployed more than 10,000 robots and concluded that robot projects were too hard, too slow, and too complex. The [mission](https://info.mobilerobot.com/company/about/mission-and-vision/) (<https://info.mobilerobot.com/company/about/mission-and-vision/>) is to make mobile robots 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/>).

The first chapter has moved quickly: first product launched by January 2026, the [IFOY Industrial Truck of the Year 2026 award](https://info.mobilerobot.com/newsroom/awards/ifoys-industrial-truck-of-the-year-2026/) (<https://info.mobilerobot.com/newsroom/awards/ifoys-industrial-truck-of-the-year-2026/>) won by June 2026, and [distributor partners in eight countries](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>). The team spans engineering, commercial, and regional roles — see [Team Members](https://info.mobilerobot.com/company/team/team-members/) (<https://info.mobilerobot.com/company/team/team-members/>).

The philosophy you would build on

The company's products keep a human in the loop: robots handle repetitive transport, people keep judgment, task initiation, and takeover. This [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/>) shapes engineering priorities — no-code operation, roughly 30-minute operator training, and deployment without mandatory IT integration.

Getting in touch

People interested in shaping the future of automation can send a confidential message through the **Join Our Team** link on www.mobilerobot.com (<https://www.mobilerobot.com>). Inquiries are treated confidentially. If no advertised role fits, see [General Applications](https://info.mobilerobot.com/company/careers/general-applications/) (<https://info.mobilerobot.com/company/careers/general-applications/>).

General Applications

The Mobile Robot Company welcomes messages from people interested in shaping the future of automation, whether or not a specific vacancy is advertised.

How to apply

Send a confidential message through the **Join Our Team** link on www.mobilerobot.com (<https://www.mobilerobot.com>). Applications and inquiries are treated confidentially.

What to include

There is no fixed application format. Describe your background and what you want to contribute. The company's work spans robotics engineering, commercial and partner development, and regional business roles — see [Team Members](https://info.mobilerobot.com/company/team/team-members/) (<https://info.mobilerobot.com/company/team/team-members/>) for the current team and [Working With Us](https://info.mobilerobot.com/company/careers/working-with-us/) (<https://info.mobilerobot.com/company/careers/working-with-us/>) for what the company builds and believes.

Technology Collaborations

The Mobile Robot Company works with technology partners that bring the [J1600](https://info.mobilerobot.com/products/j1600/overview/) into real customer environments and connect it to the wider automation ecosystem.

ALCA Technologies

The company collaborates with **ALCA Technologies S.r.l.** in Italy and [publicly highlighted the collaboration and continued partnership on 8 July 2026](https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/). ALCA Technologies also supported the J1600 demonstrations at the United Symbol Open House 2026 in Sassuolo, Modena, Italy, held over three days ending 29 June 2026.

Application focus

The collaboration illustrates warehouse conditions that can disrupt rigid automation:

- broken pallets;
- loose strapping;
- hanging stretch wrap;
- dust;
- other imperfect or changing handling conditions.

The J1600 addresses these cases through [dual mode](https://info.mobilerobot.com/products/j1600/dual-mode/): the operator uses experience and situational awareness during pallet pickup, while the vehicle performs the repetitive autonomous transport.

Presented outcomes

Less [non-value-added walking](https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/); safer pallet handling; smoother material flow; higher productivity; and better adaptability in dynamic warehouse environments.

United Symbol Open House 2026

At the [United Symbol Open House](https://info.mobilerobot.com/newsroom/events/past-events/) (<https://info.mobilerobot.com/newsroom/events/past-events/>) in Sassuolo, industry leaders and end customers from multiple industries saw dual-mode operation live and discussed warehouse efficiency, reduced manual handling, scalable automation, and everyday intralogistics problems with the team. United Symbol hosted the event; ALCA Technologies provided local support.

VDA 5050 fleet-management providers

The J1600 has full [VDA 5050](https://info.mobilerobot.com/products/software/vda-5050/) (<https://info.mobilerobot.com/products/software/vda-5050/>) support under its Advanced software, and the company works with established VDA 5050 fleet-management providers. The interface allows robots from different vendors to coexist under a compatible fleet layer. See the [glossary entry for VDA 5050](https://info.mobilerobot.com/documentation/concepts/glossary/) (<https://info.mobilerobot.com/documentation/concepts/glossary/>).

Related programs

Beyond project collaborations, the company participates in [industry programs](https://info.mobilerobot.com/company/collaborations/industry-programs/) (<https://info.mobilerobot.com/company/collaborations/industry-programs/>), including [NVIDIA Inception](https://info.mobilerobot.com/company/collaborations/nvidia-inception/) (<https://info.mobilerobot.com/company/collaborations/nvidia-inception/>), 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/>). Commercial distribution and service partnerships are described in the [Partners section](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

Industry Programs

The Mobile Robot Company participates in industry programs that provide technology access, funding, and visibility for its work on intelligent mobile robotics.

NVIDIA Inception

The company joined the NVIDIA Inception program in November 2025. The program provides startups with advanced technology, expertise, and go-to-market resources. Details are on the [NVIDIA Inception](https://info.mobilerobot.com/company/collaborations/nvidia-inception/) (https://info.mobilerobot.com/company/collaborations/nvidia-inception/), page.

Innovation Fund Denmark

The company receives financial backing and strategic guidance from Innovation Fund Denmark, [announced on 6 March 2026](https://info.mobilerobot.com/newsroom/press-releases/funding-and-collaborations/) (https://info.mobilerobot.com/newsroom/press-releases/funding-and-collaborations/), to accelerate product development and commercialization of next-generation intelligent mobile robotics. Details are on the [Innovation Fund Denmark](https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/) (https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/), page.

The Robot Report Startup Radar 2025

In November 2025 the company was named to The Robot Report's [100 Robotics Startups to Watch — Startup Radar 2025](https://info.mobilerobot.com/newsroom/awards/startup-recognition/) (https://info.mobilerobot.com/newsroom/awards/startup-recognition/). The recognition is connected to "tap-to-go" autonomy for factories, third-party-logistics warehouses, and e-commerce fulfillment, with listed outcomes of reclaiming walk time, stabilizing material flow, increasing throughput without infrastructure overhaul, and deploying in hours rather than months.

Award programs

The J1600 also completed the IFOY AWARD 2026 program — finalist announcement, three-stage audit, [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) (https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/), and the [Industrial Truck of the Year 2026 win](https://info.mo) (https://info.mo

[bilerobot.com/newsroom/awards/ifoy-award-2026/](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/)). Coverage is in the [Newsroom](https://info.mobilerobot.com/category/newsroom/) (<https://info.mobilerobot.com/category/newsroom/>) and the milestone sequence in [Company Milestones](https://info.mobilerobot.com/company/history/company-milestones/) (<https://info.mobilerobot.com/company/history/company-milestones/>).

Innovation Fund Denmark

The Mobile Robot Company receives financial backing and strategic guidance from **Innovation Fund Denmark**. The support was announced on 6 March 2026 (<https://info.mobilerobot.com/newsroom/press-releases/funding-and-collaborations/>).

Purpose of the support

The backing accelerates product development and commercialization of next-generation intelligent mobile robotics for manufacturing, warehouse, and logistics environments — the field the company entered with the J1600 (<https://info.mobilerobot.com/products/j1600/overview/>) dual-mode (<https://info.mobilerobot.com/products/j1600/dual-mode/>) self-driving pallet jack.

Significance for the company

CEO Emil Hauch Jensen described the support as validation of the company's technology and vision (<https://info.mobilerobot.com/company/about/mission-and-vision/>), expected to accelerate key milestones and product development. The announcement came during the company's first commercial year, between the J1600's January 2026 launch and its IFOY Industrial Truck of the Year 2026 win (<https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/>) — see Company Milestones (<https://info.mobilerobot.com/company/history/company-milestones/>).

Related programs

The company also participates in NVIDIA Inception (<https://info.mobilerobot.com/company/collaborations/nvidia-inception/>), and other industry programs (<https://info.mobilerobot.com/company/collaborations/industry-programs/>).

NVIDIA Inception

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

Why it matters for the company

Access to NVIDIA's AI ecosystem and technical support can accelerate the development of intelligent mobile robotics and scalable warehouse and logistics automation. The connection is practical as well as strategic: the [J1600](https://info.mobilerobot.com/products/j1600/overview/) runs its [3D LiDAR SLAM navigation](https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) on an industrial NVIDIA Jetson AI computer — see the [technical specifications](https://info.mobilerobot.com/products/j1600/technical-specifications/).

Timing

Membership was [announced in November 2025](https://info.mobilerobot.com/newsroom/press-releases/funding-and-collaborations/), the same month the company entered [The Robot Report's 100 Robotics Startups to Watch](https://info.mobilerobot.com/newsroom/awards/startup-recognition/) and shortly after the J1600's [recorded market launch](https://info.mobilerobot.com/company/history/product-launch-timeline/) on 20 October 2025. The full sequence is in [Company Milestones](https://info.mobilerobot.com/company/history/company-milestones/).

Related programs

See [Industry Programs](https://info.mobilerobot.com/company/collaborations/industry-programs/) for the company's other program participations and [Innovation Fund Denmark](https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/) for its public funding support.