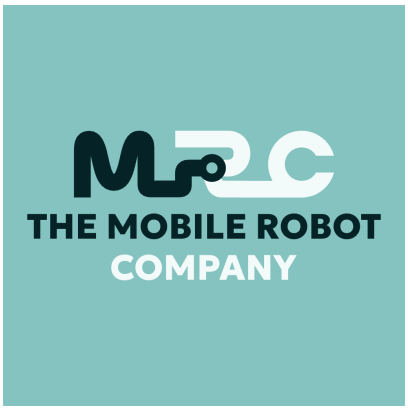

The Mobile Robot Company

Knowledge Center — Customer Stories · 2026-08-04

https://info.mobilerobot.com/category/customer-stories

Customer Stories

How organizations experience the J1600 in practice — from first hands-on demonstrations to partner-supported projects and public video stories.

Partner-Led Customer Projects

How partners of The Mobile Robot Company run local J1600 demonstrations, trials, and customer projects, including the ALCA Technologies collaboration and the United Symbol Ope…

Video Case Stories

Public videos showing the J1600 in real use, including a first-time user automating a pallet move at TEST CAMP INTRALOGISTICS 2026, live demonstrations, load-handling examples, an…

Partner-Led Customer Projects

The Mobile Robot Company sells the J1600 through an international network of distributors, integrators, and service partners (https://info.mobilerobot.com/partners/program/partner-types/). Partners run the local, hands-on part of every customer project: demonstrations, trials, deployment, service, and the ongoing customer relationship. This page describes how partner-led projects work and covers the partner activity in Italy with ALCA Technologies (https://info.mobilerobot.com/company/collaborations/technology-collaborations/).

How a partner-led project runs

The customer journey (https://info.mobilerobot.com/company/about/business-model/) has four steps:

1. **Demonstration.** A 30–60 minute hands-on session at a partner experience center or at the customer site. A first-time visitor can typically create and launch an autonomous task within about 15 minutes.
2. **Trial.** A two-week paid trial at the customer's own facility, with free return at any time, no questions asked. See Trial planning (https://info.mobilerobot.com/applications/planning/trial-planning/).
3. **Purchase.** Full purchase of the robot and selected options.
4. **After-sales service.** An optional ongoing service and maintenance agreement, delivered locally by the partner.

Repeat customers can skip the demonstration and trial steps. Throughout the project, the partner provides local presence and responsive support while The Mobile Robot Company supplies robots, parts, software, technical support, and training.

By June 2026 the company had distributor partnerships in eight countries (https://info.mobilerobot.com/company/history/growth-and-international-expansion/), with the network expanding. The EMEA distributor and integrator network runs plant trials and proofs of concept at customer sites; see Proof-of-concept planning (https://info.mobilerobot.com/applications/planning/proof-of-concept-planning/).

ALCA Technologies collaboration

ALCA Technologies S.r.l. is a collaboration partner of The Mobile Robot Company in Italy. The collaboration, highlighted in July 2026 (https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/), centers on the warehouse conditions that can disrupt rigid automation:

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

The J1600 addresses these situations through dual mode (https://info.mobilerobot.com/products/j1600/dual-mode/): the operator applies experience and situational awareness during pallet pickup, and the vehicle performs the repetitive autonomous transport. The outcomes presented from the collaboration are 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

The J1600 was demonstrated live at the United Symbol Open House (https://info.mobilerobot.com/newsroom/events/past-events/) in Sassuolo, Modena, Italy, over three days ending 29 June 2026. United Symbol hosted the event, and ALCA Technologies provided local support. Visitors — industry leaders and end customers from multiple industries — saw manual and autonomous operation and discussed warehouse efficiency, reduced manual handling, scalable automation, and everyday intralogistics problems with the team.

Starting a project with a partner

Customer inquiries placed through mobilerobot.com (https://www.mobilerobot.com) are routed to the partner network (https://info.mobilerobot.com/products/buying-and-deployment/find-a-local-partner/). To prepare for a first conversation, work through the application qualification checklist (https://info.mobilerobot.com/applications/planning/application-qualification-checklist/) and read Is the J1600 right for my application? (https://info.mobilerobot.com/

applications/planning/is-the-j1600-right-for-my-application/) For the partner program itself, see Partners (https://info.mobilerobot.com/category/partners/).

Video Case Stories

The Mobile Robot Company publishes videos (https://info.mobilerobot.com/newsroom/videos/full-video-library/) that show the J1600 operating in real settings — live demonstrations (https://info.mobilerobot.com/newsroom/videos/product-demonstrations/) at public events (https://info.mobilerobot.com/newsroom/events/trade-shows/), a first-time user creating an autonomous task, load-handling examples, and validation at the company's Copenhagen test facility (https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/). This page collects the stories those videos tell and links to each one.

A first-time user automates a pallet move

At TEST CAMP INTRALOGISTICS 2026 (https://info.mobilerobot.com/newsroom/events/test-camp/) in Dortmund, a visiting logistics professional who had used electric pallet jacks — but never the J1600 — tried the vehicle for the first time:

1. She drove the J1600 manually with the tiller, which handles like a conventional electric pallet jack. White lights indicate manual mode.
2. She drove to a drop point, tapped **Save location**, and named the location after her organization.
3. She created a task, chose "drop pallet at location," and selected return to origin as the post-delivery behavior.
4. She confirmed automatic mode and stepped away.
5. The J1600 traveled autonomously, routed around people (https://info.mobilerobot.com/applications/scenarios/operation-in-crowded-environments/) using its 3D environment map, dropped the pallet at floor level, and returned.

There is no software limit to the number of saved locations. Watch: Can Anyone Automate a Pallet Move in Minutes? (https://www.youtube.com/watch?v=PHBLT4XyvyI)

Live demonstration at TEST CAMP INTRALOGISTICS 2026

In an interview with a trade journalist, CEO Emil Hauch Jensen demonstrates the full working cycle live: manual pallet pickup, location saving, autonomous delivery with

drop-and-return, and the 360-degree safety field. He describes the three barriers that keep companies from full automation — price, flexibility, and complexity — and the J1600's proposition of automating roughly 80% of the repetitive transport work (https://info.mobilerobot.com/applications/results/productivity-improvements/) rather than 100%, at a fraction of the cost of a full automation project. Start-up takes about one hour. Watch: J1600 Live Demo at TEST CAMP 2026 (https://www.youtube.com/watch?v=0vffa1uGTQE)

Handling open cages, barrels, and sensitive loads

Two videos show the flexibility (https://info.mobilerobot.com/applications/results/operational-flexibility/) of manual judgment combined with autonomous travel:

- The J1600 handles open cages (https://info.mobilerobot.com/applications/use-cases/open-cages-and-alternative-load-carriers/), EPAL Euro pallets, and other open-base carriers within its size limits. Watch: Dual Mode J1600 AMR: Flexible Handling of Open Cages and Euro Pallets (https://www.youtube.com/watch?v=ovlpXTxkn8Y)
- For sensitive or unstable loads (https://info.mobilerobot.com/applications/use-cases/sensitive-or-unstable-loads/) such as barrels, the operator uses manual control for pickup and confined maneuvering, then hands the long transport leg to autonomous mode. Watch: What extra capabilities does the Dual Mode Pallet Jack J1600 offer? (https://www.youtube.com/watch?v=HKGV7uzNxlw)

For the load envelope, see Pallet and load suitability (https://info.mobilerobot.com/applications/planning/pallet-and-load-suitability/).

Lifting and carrying at capacity

CTO Odin Kudahl Skovsted shows the J1600 picking from a height of 1.6 m in manual mode and carrying 1,600 kg. Watch: How Our Mobile Robots Handle 1,600 kg Loads at 1.6 Meters (https://www.youtube.com/watch?v=7QXbmem2i2w)

Validation at the Copenhagen test facility

The company's Copenhagen demo and test area is built for intentionally real-world conditions: deliberately uneven flooring, water-filled test loads, and multiple simultaneous test setups. Customers can visit for demos and trials. Watch: Inside Our Copenhagen Test Facility (https://www.youtube.com/watch?v=vrrAAjAMF-8)

For on-site evaluation options, see Proof-of-concept planning (https://info.mobilerobot.com/applications/planning/proof-of-concept-planning/).

Short tutorials and answers

Topic	Video
Saving a drop location and creating a task	How to Add a Drop Location & Create Tasks on the J1600 (https://www.youtube.com/watch?v=OGiOVtdKbk8)
Manual and automatic charging	How to Charge Your Robot (https://www.youtube.com/watch?v=I6GJ07Kbi4Y)
The most common task pattern	What's the most common task our robot performs? (https://www.youtube.com/watch?v=b0a0QWWNlws)
What dual mode is	What is Dual Mode (https://www.youtube.com/watch?v=MgmWCbdoge8)
Brownfield sites	Does the J1600 work on brownfield sites? (https://www.youtube.com/watch?v=Qe5kres-IgY)

The most commonly demonstrated task is manual pickup, autonomous delivery (https://info.mobilerobot.com/applications/scenarios/manual-pickup-and-autonomous-delivery/), floor-level drop, and return to origin (https://info.mobilerobot.com/applications/scenarios/deliver-and-return/). The route can be a few meters or more than 100 meters — the concept is the same. More product questions are answered in the product and capabilities FAQ (https://info.mobilerobot.com/support/faq/product-and-capabilities/).