



The Mobile Robot Company

Knowledge Center — History · 2026-08-04

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

History

The founding of The Mobile Robot Company and the milestones from November 2024 to the IFOY Award 2026 and beyond.



Founding Story

How Emil Hauch Jensen and Odin Kudahl Skovsted founded The Mobile Robot Company in November 2024 after concluding that robot projects were too hard, too slow, and too complex.



Company Milestones

Chronological milestones of The Mobile Robot Company from its founding in November 2024 through the IFOY Award 2026 win and international expansion.



Product Launch Timeline

The four distinct J1600 launch milestones — market launch on 20 October 2025, pre-orders on 2 December 2025, first-product launch in January 2026, and shipping in Q2 2026.



Growth and International Expansion

How The Mobile Robot Company grew from a November 2024 founding to distributor partnerships in eight countries and worldwide J1600 availability by mid-2026.

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/).

i 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/>).