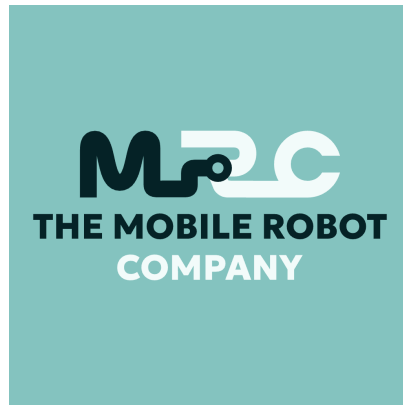




The Mobile Robot Company

Knowledge Center — Marketing Resources · 2026-08-04

<https://info.mobilerobot.com/category/marketing-resources>

Marketing Resources

Logos, naming and messaging guidance, the public video catalog, and co-marketing resources for presenting The Mobile Robot Company and the J1600.



Logos and Brand Guidelines

[Download The Mobile Robot Company logo files and get the naming and messaging rules for presenting the company and the J1600 correctly in your own materials.](#)



Videos

[The Mobile Robot Company's public video catalog — live J1600 demonstrations, tutorials, capability explainers, and company videos on YouTube, with links to every video and the...](#)



Co-Marketing Program

[How The Mobile Robot Company funds and plans marketing with its partners — per-partner marketing funds that grow with every robot sold, co-branded campaigns and events, and a...](#)

Logos and Brand Guidelines

This page provides the company logo files and the basic rules for naming and messaging when you present The Mobile Robot Company or the J1600 in your own materials.

Logo files



File	Format	Use
mrc-logo.svg (https://info.mobilerobot.com/assets/files/mrc-logo-c6ad1064a846b0895783cd319a38bb7b.svg/)	SVG (vector)	Preferred for print, signage, and anything that scales
mrc-logo.png (https://info.mobilerobot.com/assets/files/mrc-logo-19625c4cbba7ca67fbcabef2927789db.png/)	PNG (raster)	Screen use where SVG is not supported

Naming

- **Legal name:** The Mobile Robot Company ApS.
- **Everyday name:** The Mobile Robot Company. The abbreviation **MRC** is also used.
- **Product name:** J1600 — always with the digits attached, as in "the J1600 self-driving pallet jack".
- **Product category:** self-driving pallet jack. The J1600 is a [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) vehicle — both manual and autonomous — so avoid describing it as a purely autonomous robot.
- **Origin:** the J1600 is made in Denmark, and the company is [headquartered in Hvidovre, Denmark](https://info.mobilerobot.com/company/locations/headquarters/) (<https://info.mobilerobot.com/company/locations/headquarters/>).

Messaging

The company's positioning is that the J1600 sits between a conventional electric pallet jack and a fully automated system: manual flexibility is preserved, and the repetitive travel is automated. The underlying philosophy is [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/>) — robots assist people rather than displace them.

Recurring phrases used in company messaging:

- "The future drives itself" — the website tagline.
- "Human in the loop"
- "Automation should adapt to people"
- "Drop, go, repeat"
- "Teach and repeat"
- "Consumer-level easy"

- Automation that works "out of the box"

Headline product claims to use precisely:

- carries 1,600 kg and lifts to 1.6 m in manual mode; autonomous delivery is at floor level;
- saves up to 80% of operator time on repetitive transport (<https://info.mobilerobot.com/applications/results/productivity-improvements/>) — a claim about repetitive transport tasks, not every warehouse process;
- about 30 minutes of training for an existing pallet-jack operator;
- works out of the box, with Wi-Fi and systems integration optional;
- CE marked and compliant with EU and US safety standards (<https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/>);
- IFOY Industrial Truck of the Year 2026 winner (<https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/>).

For exact figures, always defer to the technical specifications (<https://info.mobilerobot.com/products/j1600/technical-specifications/>).

Using the brand in co-branded marketing

The company provides partners with marketing materials and customer handouts for experience centers, demonstrations, and events. Co-branded promotions, campaigns, and events are supported through the Co-Marketing Program (<https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/>) and should align with the business plan agreed with the company.

Videos

The Mobile Robot Company publishes demonstrations, tutorials, and short explainers on its [YouTube channel](https://www.youtube.com/@the-mobile-robot-company) (<https://www.youtube.com/@the-mobile-robot-company>). As of 18 July 2026 the channel held [30 items](https://info.mobilerobot.com/newsroom/videos/full-video-library/) (<https://info.mobilerobot.com/newsroom/videos/full-video-library/>): 8 standard videos and 22 Shorts. Use them in customer conversations, at events, and on your own channels.

Demonstrations and events

Video	Published	What it shows
J1600 Live Demo at TEST CAMP 2026 (https://www.youtube.com/watch?v=0vffa1uGTQE)	1 Jul 2026	Full live demo: manual pickup, location saving, autonomous drop-and-return, 360-degree safety, plus a pricing and ROI discussion
Can Anyone Automate a Pallet Move in Minutes? (https://www.youtube.com/watch?v=PHBLT4XyvyI)	—	A first-time user drives the J1600, saves a location, creates a drop-and-return task, and watches it navigate around people
TEST CAMP INTRALOGISTICS (https://www.youtube.com/watch?v=HQyenBYeLTU)	16 Apr 2026	Panel remarks on automation total cost of ownership and one-day deployment
J1600 just hit a major milestone — officially certified as a Best in Logistics innovative solution! (https://www.youtube.com/watch?v=XG45XAKefYo)	22 Apr 2026	Receiving the Best in Intralogistics certificate at TEST CAMP
Inside Our Copenhagen Test Facility — Real-World Mobile Robot Testing in Action (https://www.youtube.com/watch?v=vrAAjAMF-8)	2 Apr 2026	The validation facility: uneven flooring, water-filled loads, multiple test setups
Showcasing the Future of Mobile Robotics at IFOY 2026 (https://www.youtube.com/watch?v=FBICNgCRqPw)	15 Jun 2026	Short event clip from IFOY 2026
This Is the Future of Warehouses (IFOY Event) (https://www.youtube.com/watch?v=EB7k1INqmgg)	—	Short event clip
J1600 in Action at IFOY (https://www.youtube.com/watch?v=HSIP5Z6HZvw)	—	Short event clip
Autonomous Mobile Robots (AMRs) in Action: Real Facility, Real Operators, Real Workflow (https://www.youtube.com/watch?v=VRUUxon5Q8)	—	Facility footage of the robot in a real workflow

Tutorials

Video	Published	What it shows
How to Add a Drop Location & Create Tasks on the J1600 Self-Driving Pallet Jack (https://www.youtube.com/watch?v=OGiOVtdKbk8)	—	Step by step: drive to the drop point, tap Save Location, name it, create a task, confirm automatic mode
How to Charge Your Robot (https://www.youtube.com/watch?v=I6GJ07Kbi4Y)	—	Manual plug-in charging and the automatic charger with opportunity charging
Learn About the J1600 Self-Driving Pallet Jack: Tutorials, Features & Benefits (https://www.youtube.com/watch?v=iNLb0HhCV5Y)	1 Jun 2026	Guide to the channel's short tutorials

Product capabilities

Video	Published	What it covers
What is Dual Mode (https://www.youtube.com/watch?v=MgmWCbdoge8)	25 Feb 2026	Manual pallet-jack operation plus one-button autonomous delivery
What extra capabilities does the Dual Mode Pallet Jack J1600 offer? (https://www.youtube.com/watch?v=HKGV7uzNxlw)	25 Feb 2026	Manual judgment for sensitive or unstable loads, autonomous long transport
How Our Mobile Robots Handle 1,600 kg Loads at 1.6 Meters (https://www.youtube.com/watch?v=7QXbmem2i2w)	1 Jun 2026	Payload and manual lift-height capability
Dual Mode J1600 AMR: Flexible Handling of Open Cages and Euro Pallets (https://www.youtube.com/watch?v=ovlpXTxkn8Y)	1 Jun 2026	Open cages, Euro pallets, and other open-base carriers
How many pallet locations can I have (https://www.youtube.com/watch?v=RZEsjOgnBvk)	24 Feb 2026	No software limit on saved locations
What's the most common task our robot performs? (https://www.youtube.com/watch?v=b0a0QWWNlws)	24 Feb 2026	Manual pick, autonomous delivery, drop, and return; the three post-drop options
Does the J1600 support VDA5050 (https://www.youtube.com/watch?v=wU4PwW7grKA)	24 Feb 2026	Full VDA 5050 support for multi-vendor fleets
Does J1600 it work on brownfield sites? (https://www.youtube.com/watch?v=Qe5kres-lgY)	24 Feb 2026	3D LiDAR navigation and obstacle avoidance in existing facilities

Company and vision

Video	Published	What it covers
The Vision Behind The Mobile Robot Company (https://www.youtube.com/watch?v=vtAdnMtn3j8)	27 Jun 2026	The single-shift SME focus and the 80%-automation proposition
When was The Mobile Robot Company founded (https://www.youtube.com/watch?v=ybe3uWrgn5E)	26 Feb 2026	Founding story and the founders' mission

Buying, trials, support, and partnership

Video	Published	What it covers
Inside the J1600 Dual Mode Journey: Customer Success, POC Validation & J1600 Flexibility (https://www.youtube.com/watch?v=jzGgsoReaZ8)	19 Jun 2026	Plant trials, proofs of concept, and load-carrier flexibility
From Trial to POC: Evaluating Mobile Robot Solutions (https://www.youtube.com/watch?v=FIO_kXSPRrQ)	1 Jun 2026	Testing in the Copenhagen demo area versus a proof of concept at your plant
How Mobile Robot Company Supports End Users and Customers (https://www.youtube.com/watch?v=_LZMgGYCjlg)	1 Jun 2026	How end users with projects or POCs get help from the sales and technical team
What is the price of the J1600 (https://www.youtube.com/watch?v=3uH9Mf8AKyE)	26 Feb 2026	The €65,000 robot, the €10,000 installation package, and charger options
What is my ROI besides labor cost savings (https://www.youtube.com/watch?v=e4b1-08U2hM)	25 Feb 2026	Safety, employee satisfaction, and inventory-control benefits
Is the J1600 available in my country (https://www.youtube.com/watch?v=QpR9zN44QNN)	24 Feb 2026	Worldwide availability and safety compliance
How do you get help if you have a technical issue with your robot? (https://www.youtube.com/watch?v=2Q5NFYGSmhA)	24 Feb 2026	The on-machine Help/Support QR code and the three service packages
How can you become a Mobile Robot Company partner? (https://www.youtube.com/watch?v=vzqeQyyf6tk)	24 Feb 2026	Invitation to integrators, distributors, and service partners — see Application Process (https://info.mobilerobot.com/partners/program/application-process/)

Podcast appearance

[Fernando Fandiño Oliver](https://info.mobilerobot.com/company/team/leadership/) (<https://info.mobilerobot.com/company/team/leadership/>), Senior Vice President EMEA, discussed global robotics scaling, EMEA market differences, and culturally tailored go-to-market strategy on the [Tech Talks](https://info.mobilerobot.com/newsroom/videos/interviews/) podcast "[The BotPod](https://info.mobilerobot.com/newsroom/videos/interviews/)" (<https://info.mobilerobot.com/newsroom/videos/interviews/>) ([watch on YouTube](https://youtu.be/2o2JAO_EAoo) (https://youtu.be/2o2JAO_EAoo); also available on Spotify and Apple Podcasts). The episode recap was published on 22 March 2026.

Social channels

Channel	Link
LinkedIn	linkedin.com/company/the-mobile-robot-company (https://www.linkedin.com/company/the-mobile-robot-company/)
Facebook	facebook.com/TheMobileRobotCompany (https://www.facebook.com/TheMobileRobotCompany)
Instagram	instagram.com/themobilerobotcompany (https://www.instagram.com/themobilerobotcompany/)
TikTok	tiktok.com/@themobilerobotcompany (https://www.tiktok.com/@themobilerobotcompany)
YouTube Shorts	youtube.com/@the-mobile-robot-company/shorts (https://www.youtube.com/@the-mobile-robot-company/shorts)

When embedding or sharing videos in co-branded material, follow [Logos and Brand Guidelines](https://info.mobilerobot.com/partners/marketing-resources/logos-and-brand-guidelines/) (<https://info.mobilerobot.com/partners/marketing-resources/logos-and-brand-guidelines/>) and align campaigns through the [Co-Marketing Program](https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/) (<https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/>).