



The Mobile Robot Company

Knowledge Center — Media Kit · 2026-08-04

<https://info.mobilerobot.com/category/media-kit>

Media Kit

Boilerplate text, fact sheets, logos, biographies, and contact details for journalists and media covering The Mobile Robot Company.



Company Boilerplate

Ready-to-use short and long descriptions of The Mobile Robot Company for press releases, articles, and event programs.



Company Fact Sheet

Key facts about The Mobile Robot Company ApS for journalists — founding, founders, headquarters, leadership, business model, milestones, and contact channels.



J1600 Fact Sheet

Media fact sheet for the J1600 dual-mode self-driving pallet jack — key specifications, safety, compliance, software, list pricing, launch dates, and recognition.



Logos

Download The Mobile Robot Company logo in SVG and PNG formats for use in articles, event programs, and press coverage.



Executive Biographies

[Biographies of The Mobile Robot Company's leadership — co-founder and CEO Emil Hauch Jensen, co-founder and CTO Odin Kudahl Skovsted, and Senior Vice President EMEA Fernando...](#)



Brand Guidelines

[Naming, product terminology, taglines, and messaging conventions for referring to The Mobile Robot Company and the J1600 in media and partner materials.](#)



Media Contacts

[Press and interview contacts at The Mobile Robot Company, including the CEO for media inquiries and the Senior Vice President EMEA for regional interviews.](#)

Company Boilerplate

Standard descriptions of [The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) for use in press coverage, articles, and event programs. Both versions may be used as written. Supporting figures are in the [Company Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/company-fact-sheet/) and the [J1600 Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/).

Short boilerplate

The Mobile Robot Company ApS is a Danish robotics company, founded in November 2024 and headquartered in Hvidovre, Denmark. Its first product, the J1600, is a dual-mode self-driving pallet jack that won the IFOY AWARD 2026 Industrial Truck of the Year.

Long boilerplate

The Mobile Robot Company ApS 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 by [Emil Hauch Jensen and Odin Kudahl Skovsted](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) and is headquartered in Hvidovre, Denmark.

Its first product, the J1600, is a dual-mode self-driving pallet jack made in Denmark. The J1600 can be operated manually like a conventional electric pallet jack or sent autonomously to saved locations, carrying loads up to 1,600 kg. It targets the gap between flexible but repetitive manual pallet movement and expensive, complex full automation: the operator performs judgment-heavy pickup, exception handling, and task initiation, while the robot performs repetitive travel and floor-level drop-off.

The J1600 won the IFOY AWARD 2026 Industrial Truck of the Year. The company sells through an international network of distributors, integrators, and service partners, with distributor partnerships in eight countries as of June 2026. More information is available at www.mobilerobot.com.

One-line description

Danish robotics company behind the J1600 dual-mode self-driving pallet jack, winner of the IFOY AWARD 2026 Industrial Truck of the Year.

Notes on usage

- The legal name is **The Mobile Robot Company ApS**; the company is also abbreviated **MRC**. See [Brand Guidelines](https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/) (<https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/>) for naming and messaging conventions.
- For interviews and quotes, contact the people listed in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

Company Fact Sheet

Verified company facts for media use. Product facts are in the [J1600 Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/) (<https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/>); ready-to-use prose is in the [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/) (<https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/>).

At a glance

Field	Information
Legal name	The Mobile Robot Company ApS (abbreviated "MRC")
Founded	November 2024
Founders	Emil Hauch Jensen and Odin Kudahl Skovsted
Headquarters	Kettevej 45, 2650 Hvidovre, Denmark
First product	J1600 self-driving pallet jack, made in Denmark
Website	www.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 AWARD 2026 Industrial Truck of the Year

Leadership

Name	Role
Emil Hauch Jensen	Co-founder and CEO
Odin Kudahl Skovsted	Co-founder and CTO
Fernando Fandiño Oliver	Senior Vice President EMEA (since January 2026)

Full profiles are in [Executive Biographies](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>).

What the company does

[The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) (<https://info.mobilerobot.com/company/about/company-overview/>) develops mobile robot solutions for internal material handling in warehouses, factories, production environments, and logistics operations. Its [mission](https://info.mobilerobot.com/company/about/mission-and-vision/) (<https://info.mobilerobot.com/company/about/mission-and-vision/>) is to redefine how robots assist people: robots remove tedious, repetitive movement so employees can focus on work requiring judgment, adaptability, and uniquely human insight. This philosophy is called [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/>).

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](https://info.mobilerobot.com/company/about/markets-we-serve/) (<https://info.mobilerobot.com/company/about/markets-we-serve/>) are 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.

Business 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](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>). Partners deliver local demonstrations, trials, deployment, service, and customer relationships; the company supplies robots, parts, software, technical

support, training, and leads. The J1600 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. See [Partners](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

Milestone timeline

Date	Milestone
November 2024	Company founded in Denmark by Emil Hauch Jensen and Odin Kudahl Skovsted
20 October 2025	J1600 market launch
November 2025	Joins NVIDIA Inception; named to The Robot Report's 100 Robotics Startups to Watch
2 December 2025	J1600 pre-orders open
12 January 2026	Fernando Fandiño Oliver becomes Senior Vice President EMEA
January 2026	J1600 launches as the company's first product
29 January 2026	Technical webinar series launches; J1600 announced as IFOY finalist
6 March 2026	Innovation Fund Denmark support announced
15–17 April 2026	Participation in TEST CAMP INTRALOGISTICS in Dortmund
16 April 2026	J1600 receives the Best in Intralogistics Certificate
26 June 2026	J1600 wins IFOY AWARD 2026 Industrial Truck of the Year; distributor partners in eight countries
27–29 June 2026	J1600 demonstrated at the United Symbol Open House in Sassuolo, Italy

Details on each milestone are in [Press Releases](https://info.mobilerobot.com/newsroom/press-releases/company-news/) (<https://info.mobilerobot.com/newsroom/press-releases/company-news/>).

Founding background

Before [founding the company](https://info.mobilerobot.com/company/history/founding-story/) (<https://info.mobilerobot.com/company/history/founding-story/>), the two founders had collectively completed projects for hundreds of customers and deployed more than 10,000 robots. 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.

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](https://www.youtube.com/@the-mobile-robot-company/shorts) (<https://www.youtube.com/@the-mobile-robot-company/shorts>)

Press contact

See [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

J1600 Fact Sheet

Key facts about the J1600 for journalists and analysts. For the complete specification set, see [Technical Specifications](https://info.mobilerobot.com/products/j1600/technical-specifications/) (<https://info.mobilerobot.com/products/j1600/technical-specifications/>); for the product story, see the [J1600 overview](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>).

What it is

The J1600 is The Mobile Robot Company's first product: a compact, electric, [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>), self-driving pallet jack for indoor, floor-to-floor pallet transport. It can be operated with a tiller like a conventional walk-behind electric pallet jack or sent autonomously to saved locations. The operator performs judgment-heavy pickup, [exception handling](https://info.mobilerobot.com/applications/scenarios/handling-exceptions-and-irregular-loads/) (<https://info.mobilerobot.com/applications/scenarios/handling-exceptions-and-irregular-loads/>), and task initiation; the robot performs repetitive travel and floor-level drop-off. The company positions it in the space between a conventional electric pallet jack and a fully automated [AGV/AMR](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) (<https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/>) system, targeting [up to 80% reduction in manual work on repetitive transport](https://info.mobilerobot.com/applications/results/productivity-improvements/) (<https://info.mobilerobot.com/applications/results/productivity-improvements/>).

PRELIMINARY SPECIFICATIONS

The January 2026 specifications below are preliminary and subject to change.

Key specifications

Parameter	Value
Drive type	Electric
Rated payload	1,600 kg / approximately 3,500 lb
Maximum manual pallet pick/drop height	1,600 mm / 63 in
Automatic pallet delivery height	Floor level
Top speed	5.4 km/h / 1.5 m/s / 3.4 mph
Truck weight	980 kg
Vehicle size (forks lowered)	1,893 × 850 × 2,060 mm
Turning radius	1,501 mm
Navigation	3D LiDAR SLAM, no fixed infrastructure required
Compute	Industrial NVIDIA Jetson AI computer
Interface	15-inch multi-touch HMI, start/resume button, key switch
Battery	24 V, 200 Ah lithium iron phosphate (LiFePO4)
Runtime	Exceeds eight hours in a typical duty cycle
Ingress protection	IP21
Operating temperature	5–40°C / 41–104°F
Operator training	About 30 minutes
Basic deployment	Wi-Fi optional; no mandatory IT integration
Saved locations	No software limit
Manufacture	Made in Denmark

The 1.6 m lift is a manual capability; autonomous delivery is at floor level.

Safety

- 360-degree protective field with [speed-dependent zones that expand at higher speeds](https://info.mobilerobot.com/safety-compliance/safety-functions/safety-field-adjustment/) (<https://info.mobilerobot.com/safety-compliance/safety-functions/safety-field-adjustment/>).
- Two 2D safety LiDAR scanners, separate from the 3D navigation LiDAR
- Independent safety controller, three emergency-stop buttons, and certified components
- Operator must confirm entry into automatic mode; blue floor lights display the protected area
- Immediate manual takeover by grabbing or moving the tiller

Details are in [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/>).

Compliance

The J1600 is [CE marked](https://info.mobilerobot.com/safety-compliance/certificates/ce-declaration-of-conformity/) (<https://info.mobilerobot.com/safety-compliance/certificates/ce-declaration-of-conformity/>). Its preliminary [compliance list](https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/) (<https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/>) includes the [Machinery Directive](https://info.mobilerobot.com/safety-compliance/standards/eu-machinery-requirements/) (<https://info.mobilerobot.com/safety-compliance/standards/eu-machinery-requirements/>) (2006/42/EC), the [EMC Directive \(2014/30/EU\)](#), the [Radio Equipment Directive \(2014/53/EU\)](#), [RoHS \(2011/65/EU\)](#), and the [EU Batteries Regulation \(2023/1542\)](#) (<https://info.mobilerobot.com/safety-compliance/standards/emc-red-rohs-and-battery-regulations/>), plus [EN ISO 3691-4:2023](https://info.mobilerobot.com/safety-compliance/standards/iso-3691-4/) (<https://info.mobilerobot.com/safety-compliance/standards/iso-3691-4/>), [EN ISO 13849-1:2023](https://info.mobilerobot.com/safety-compliance/standards/iso-13849-1/) (<https://info.mobilerobot.com/safety-compliance/standards/iso-13849-1/>), [EN ISO 12100:2010](https://info.mobilerobot.com/safety-compliance/standards/iso-12100/) (<https://info.mobilerobot.com/safety-compliance/standards/iso-12100/>), [EN ISO 3691-1:2015+A1:2020](https://info.mobilerobot.com/safety-compliance/standards/iso-3691-1/) (<https://info.mobilerobot.com/safety-compliance/standards/iso-3691-1/>), [ANSI/ITSDF B56.5-2024](https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-5/) (<https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-5/>), [ANSI/ITSDF B56.1-2020](https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-1/) (<https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-1/>), and [UN 38.3 battery transport testing](https://info.mobilerobot.com/safety-compliance/certificates/battery-un-38-3-documentation/) (<https://info.mobilerobot.com/safety-compliance/certificates/battery-un-38-3-documentation/>).

Software

One hardware platform supports two software versions: [Standard software](https://info.mobilerobot.com/products/software/standard-software/) (<https://info.mobilerobot.com/products/software/standard-software/>) built around configuration-free [Teach and Repeat](https://info.mobilerobot.com/documentation/concepts/teach-and-repeat/) (<https://info.mobilerobot.com/documentation/concepts/teach-and-repeat/>) for

single-unit deployments, and [Advanced software](https://info.mobilerobot.com/products/software/advanced-software/) (<https://info.mobilerobot.com/products/software/advanced-software/>) adding [VDA 5050](https://info.mobilerobot.com/products/software/vda-5050/) (<https://info.mobilerobot.com/products/software/vda-5050/>), interoperability, a [REST API](https://info.mobilerobot.com/documentation/technical-integration/rest-api-documentation/) (<https://info.mobilerobot.com/documentation/technical-integration/rest-api-documentation/>), [Fleet Manager](https://info.mobilerobot.com/documentation/technical-integration/fleet-manager-guide/) (<https://info.mobilerobot.com/documentation/technical-integration/fleet-manager-guide/>), and advanced mission planning.

List pricing (2026)

Item	End-user list price
J1600 self-driving pallet jack	from €65,000
Two-week paid trial, including setup and support	€4,000
Installation and commissioning	€10,000
Manual charger	€3,600
Automatic charger	€8,400
Advanced software upgrade	€14,500
Fleet Manager, per robot	€6,500
Basic Care support, per robot/year	€4,900
Full Care support, per robot/year	€13,000

A [typical customer configuration](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) (<https://info.mobilerobot.com/products/j1600/pricing-and-roi/>) is expected to cost around or below €80,000.

Launch timeline

Date	Milestone
20 October 2025	Recorded market launch
2 December 2025	Pre-orders open
January 2026	First-product launch
Q2 2026	Scheduled shipping window

These are [four distinct milestones](https://info.mobilerobot.com/company/history/product-launch-timeline/) and should not be collapsed into a single launch date.

Recognition

The J1600 was a 2026 IFOY finalist, passed the three-stage IFOY Audit, received the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) on 16 April 2026, and won the IFOY AWARD 2026 Industrial Truck of the Year, announced 26 June 2026. The [IFOY Innovation Check](https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/) rated functionality and implementation ++ and novelty, customer benefits, and market relevance +. See [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/).

Media resources

Company background is in the [Company Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/company-fact-sheet/) and [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/). Logos are in [Logos](https://info.mobilerobot.com/newsroom/media-kit/logos/). Press contacts are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/).

Logos

The Mobile Robot Company logo is available for editorial use in press coverage, articles, and event materials.



Available formats

Format	Best for	Download
SVG (vector)	Print, large formats, scaling without quality loss	mrc-logo.svg (https://info.mobilerobot.com/assets/files/mrc-logo-c6ad1064a846b0895783cd319a38bb7b.svg)
PNG	Web and screen use	mrc-logo.png (https://info.mobilerobot.com/assets/files/mrc-logo-19625c4cbba7ca67fbcabef2927789db.png)

Usage

- Use the logo as provided; do not alter its colors, proportions, or elements.
- Company and product naming conventions are in [Brand Guidelines](https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/) (<https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/>).
- For other formats or variants, contact the press team listed in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

Executive Biographies

Biographies of The Mobile Robot Company's [leadership](https://info.mobilerobot.com/company/team/leadership/) for use in press coverage, event programs, and interview preparation. Contact details for interviews are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/).

Before [founding the company](https://info.mobilerobot.com/company/history/founding-story/), the two founders had collectively completed projects for hundreds of customers and deployed more than 10,000 robots.

Emil Hauch Jensen — Co-founder and CEO

Emil Hauch Jensen (also written "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.

His earlier experience covers international mobile-robotics and automation leadership. As general manager of an overseas business unit at an international robotics company, 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.

As CEO, his public topics include [product demonstrations](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/), pricing and ROI, the founding history, worldwide availability, VDA 5050, task and location setup, and the company's [human-in-the-loop philosophy](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/).

- Email: emil@mobilerobot.com
- Telephone: +45 88 10 90 12

Odin Kudahl Skovsted — Co-founder and CTO

Odin Kudahl Skovsted (also written "Odin Skovsted") is co-founder and CTO of The Mobile Robot Company and is responsible for its technical leadership.

He is a senior management executive and robotics expert with more than two decades of experience in technological innovation and business growth. As 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.

In public material, Odin presents the company's [Copenhagen test facility](https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/) (<https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/>), and its real-world validation conditions, the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>)'s 1,600 kg payload and 1.6 m manual pick height, manual and automatic charging, and topics of rapid deployment, measurable productivity, efficiency, and resilience.

Fernando Fandiño Oliver — Senior Vice President EMEA

Fernando Fandiño Oliver (also written "Fernando Fandino") joined The Mobile Robot Company as Senior Vice President EMEA, announced 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.

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.

He [speaks publicly 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.

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

Brand Guidelines

Conventions for naming and describing The Mobile Robot Company and its products in articles, event materials, and co-marketing. Logo files are in [Logos](https://info.mobilerobot.com/newsroom/media-kit/logos/) (<https://info.mobilerobot.com/newsroom/media-kit/logos/>).

Company name

- Legal name: **The Mobile Robot Company ApS**
- Running text: **The Mobile Robot Company**
- Abbreviation: **MRC**

The company is Danish, founded in November 2024, and [headquartered in Hvidovre, Denmark](https://info.mobilerobot.com/company/locations/headquarters/) (<https://info.mobilerobot.com/company/locations/headquarters/>). Ready-to-use descriptions are in the [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/) (<https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/>).

Product name and category

- Product name: **J1600**
- Category descriptor: **self-driving pallet jack**
- Defining characteristic: **dual mode** — manual pallet-jack operation plus operator-initiated autonomous travel in the same vehicle

Describe the J1600 as a [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) self-driving pallet jack, positioned between a conventional electric pallet jack and a fully automated [AGV/AMR](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) (<https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/>) system. The 1.6 m lift is a manual capability; autonomous pallet delivery is at floor level. Precise figures for coverage are in the [J1600 Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/) (<https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/>).

Tagline and recurring phrases

The company tagline is **"The Future Drives Itself."**

Recurring messaging phrases:

- "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"

The concept behind the messaging is explained 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/>).

Precision conventions

- Top speed is **5.4 km/h**; avoid the rounded "5 km/h" used in some short summaries.
- The maximum pallet envelope is **1,250 mm / 49 in**; avoid the rounded "1.2 m / 48 in".
- Market launch (20 October 2025), pre-orders (2 December 2025), first-product launch (January 2026), and shipping (Q2 2026) are [distinct milestones](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>) — do not merge them into one date.
- The benefit is **[up to 80% reduction in manual work on repetitive transport](https://info.mobilerobot.com/applications/results/productivity-improvements/)** (<https://info.mobilerobot.com/applications/results/productivity-improvements/>), not an 80% improvement to every warehouse process.

People

Name spellings and short forms for the leadership team are listed in [Executive Biographies](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>).

Questions

For approvals, additional assets, or questions about usage, contact the press team in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

Media Contacts

Contacts for journalists, analysts, and event organizers. Company background is in the [Company Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/company-fact-sheet/) and [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/).

Press contacts

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

Biographies for both are in [Executive Biographies](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/).

General channels

Purpose	Contact
General email	hello@mobilerobot.com
General telephone	+45 88 10 90 12
Website	www.mobilerobot.com (https://www.mobilerobot.com)

Address

The Mobile Robot Company ApS Kettevej 45 2650 Hvidovre Denmark

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](https://www.youtube.com/@the-mobile-robot-company/shorts) (https://www.youtube.com/@the-mobile-robot-company/shorts)

IFOY INQUIRIES

Questions about the IFOY AWARD organization itself go to IFOY at info@ifoy.org or +49 89 215384611 — these are not company contacts. For the company's own award coverage, use the press contacts above and see [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/) (https://info.mobilerobot.com/newsroom/press-releases/awards/).