



The Mobile Robot Company

Knowledge Center — Partner Program · 2026-08-04

<https://info.mobilerobot.com/category/partner-program>

Partner Program

How The Mobile Robot Company's partner channel works: the program model, partner roles and requirements, benefits, and how to apply.



Program Overview

How The Mobile Robot Company's partner program works — a partner-led sales channel in which partners deliver demonstrations, trials, deployment, and service, and the company...



Why Partner With Us

The commercial case for joining The Mobile Robot Company's partner network — a large and mostly manual pallet-transport market, an award-winning product, and a program built on...



Partner Types

The Mobile Robot Company's network includes distributors, integrators, and service partners. What the three profiles have in common, what kind of core business fits, and how applications...



Requirements

What The Mobile Robot Company requires of its partners — experience centers, stock, a full product and service offering, trained service technicians, a product Champion, and recurring...



Roles and Responsibilities

How work is divided between The Mobile Robot Company and its partners across the customer journey — demonstrations, trials, sales, installation, after-sales — plus how leads, customer...



Partner Benefits

What partners get from The Mobile Robot Company — a layered discount structure, service and software revenue, qualified leads, training, unlimited remote support, co-marketing funds, and ...



Application Process

How to apply to become a Mobile Robot Company partner — who can apply, how to express interest, what the company looks at, and what happens after acceptance.

Program Overview

The Mobile Robot Company sells the [J1600 self-driving pallet jack](https://info.mobilerobot.com/products/j1600/overview/) through an international network of distributors, integrators, and service partners. This page explains how that channel works: what partners do, what the company does, and how the two sides share the customer relationship.

A partner-led route to market

The company publishes [end-user list prices](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) and lets customers request demonstrations, trials, and purchases online, but it does not sell robots directly to end users. Every customer inquiry is routed to a partner, who owns the local relationship from first demonstration through after-sales service.

By June 2026 the company had distributor partnerships in eight countries, and the network continues to expand. Partnerships are established country by country — see [Country Availability](https://info.mobilerobot.com/partners/become-a-partner/country-availability/).

Division of work

Partners deliver	The company provides
Local demonstrations at an experience center or customer site	Robots, spare parts, and software
Two-week paid trials	Technical support and training
Sales and customer ownership	Marketing materials and customer handouts
Installation and deployment	Company-generated leads
Field service and after-sales support	Joint business planning and co-marketing support

The service model is deliberate: partners keep the revenue from local human services such as installation, on-site support, and service agreements, while the company supplies parts, software, and paid engineering support to the partner. See [Roles and Responsibilities](https://info.mobilerobot.com/partners/program/roles-and-responsibilities/) (<https://info.mobilerobot.com/partners/program/roles-and-responsibilities/>).

The customer journey

The [go-to-market model](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>) is a four-step, low-risk customer journey:

1. **Demo** — 30 to 60 minutes of hands-on use at an experience center or customer site.
2. **Trial** — a two-week paid trial with free return at any time, no questions asked.
3. **Purchase** — 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.

Repeat customers may skip the demo and trial, and the after-sales agreement is optional. Hands-on demonstration carries the model: a first-time visitor can typically send the robot on an autonomous task within about 15 minutes.

Non-exclusive and performance-based

The partner relationship is non-exclusive at partner level. Instead of territorial exclusivity, customer and site registration creates protected ownership of a specific customer — for a defined period after a demonstration, and permanently after a trial or purchase, subject to applicable law. Rewards are performance-based: effort and engagement drive returns. See [Roles and Responsibilities](https://info.mobilerobot.com/partners/program/roles-and-responsibilities/) (<https://info.mobilerobot.com/partners/program/roles-and-responsibilities/>) for how leads and registration work.

Program scope and terms

The program covers partner [requirements](https://info.mobilerobot.com/partners/program/requirements/) (<https://info.mobilerobot.com/partners/program/requirements/>), [benefits and commercial terms](https://info.mobilerobot.com/partners/program/partner-benefits/) (<https://info.mobilerobot.com/partners/program/partner-benefits/>), experience centers and demos, lead assignment, trials, installation and commissioning, after-sales plans, and [business planning and co-marketing](https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/) (<https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/>). Commercial terms are

time-sensitive; current prices, discounts, and conditions are available from the partner team.

Next steps

- [Why Partner With Us](https://info.mobilerobot.com/partners/program/why-partner-with-us/) (<https://info.mobilerobot.com/partners/program/why-partner-with-us/>) — the commercial case for joining.
- [Partner Types](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>) — distributors, integrators, and service partners.
- [Application Process](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>) — how to start the conversation.
- [Contact the Partner Team](https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/) (<https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/>)

Why Partner With Us

Partnering with [The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) means selling automation into [the largest and least automated segment of intralogistics](https://info.mobilerobot.com/documentation/concepts/pallet-automation-fundamentals/) with a product designed to be demonstrated, deployed, and serviced by a local partner.

A large, mostly manual market

Pallet transport is a high-volume market with very little automation:

- more than one million pallet jacks are sold worldwide every year;
- more than 300,000 are sold in Europe annually;
- more than six million people use pallet jacks in their daily work;
- only about 1% of pallet handling is automated.

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) targets [the remaining manual segment](https://info.mobilerobot.com/company/about/markets-we-serve/) — especially small and medium businesses with one to five pallet-jack operators and single-shift economics that a conventional automation project cannot reach. That is a customer group most automation vendors do not serve, and it is where a local partner's reach matters most.

An award-winning product

The J1600 won the [IFOY AWARD 2026 in the Industrial Truck of the Year category](https://info.mobilerobot.com/newsroom/awards/ifo-y-award-2026/), announced on 26 June 2026, after completing the three-stage IFOY Audit and receiving the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/). The award jury recognized it as a new product tier between manual pallet jacks and classic automated guided vehicles.

Its [dual-mode design](https://info.mobilerobot.com/products/j1600/dual-mode/) — a familiar manual electric pallet jack that also drives itself to saved locations — gives partners a product that is easy to explain, easy to demonstrate, and deployable in hours rather

than months. See the [technical specifications](https://info.mobilerobot.com/products/j1600/technical-specifications/) for the full data.

A sales model built on demonstration

Hands-on experience is the strongest sales tool for this product. A first-time visitor to an experience center can typically create and launch an autonomous task within about 15 minutes, and a standard demonstration takes 30 to 60 minutes. [Public list prices](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) remove pricing friction from early conversations, and the two-week paid trial with free return converts interest into deployments at low customer risk.

The company [does not sell directly to end users](https://info.mobilerobot.com/company/about/business-model/). Inquiries produced through the company's own marketing are assigned to partners — as a rule of thumb, to the partner with the nearest experience center.

Revenue on product, software, and service

The [program](https://info.mobilerobot.com/partners/program/program-overview/) is structured so that partners earn across the whole customer lifecycle:

- **Product margin** — partners buy at partner prices and sell at market. A layered discount structure rewards active selling and volume; see [Partner Benefits](https://info.mobilerobot.com/partners/program/partner-benefits/).
- **Software** — [Advanced software](https://info.mobilerobot.com/products/software/advanced-software/), upgrades and [Fleet Manager](https://info.mobilerobot.com/products/software/fleet-manager/) licences are resold through partners.
- **Services** — partners may deliver installation, commissioning, on-site support, and trials themselves rather than reselling the company's service, keeping the human-service revenue local.
- **After-sales** — service and maintenance agreements flow through the partner, with the company supplying parts and software.

Backing from the company

Partners are not left alone with the product:

- qualified leads from company marketing;
- a two-day sales and service training workshop, with unlimited remote support afterwards;
- [marketing materials](https://info.mobilerobot.com/partners/marketing-resources/logos-and-brand-guidelines/) (<https://info.mobilerobot.com/partners/marketing-resources/logos-and-brand-guidelines/>), and customer handouts for demos and events;
- co-marketing funds for co-branded promotions, campaigns, and events — see the [Co-Marketing Program](https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/) (<https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/>);
- recurring joint business planning with a shared KPI dashboard;
- a one-time [starter package](https://info.mobilerobot.com/partners/become-a-partner/starter-package/) (<https://info.mobilerobot.com/partners/become-a-partner/starter-package/>), that equips a new partner with a demo robot, training, deployment support, and a local lead-generation campaign.

Ready to talk?

Read [Who We Are Looking For](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/>), then start with the [Application Process](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>) or [contact the partner team](https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/) (<https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/>) directly.

Partner Types

The Mobile Robot Company's channel is built from three partner profiles: **distributors**, **integrators**, and **service partners**. Qualified organizations of all three kinds can apply, country by country, to [join the global network](https://info.mobilerobot.com/partners/program/why-partner-with-us/) (<https://info.mobilerobot.com/partners/program/why-partner-with-us/>).

Three profiles, one program

Rather than running separate tracks, the [program](https://info.mobilerobot.com/partners/program/program-overview/) (<https://info.mobilerobot.com/partners/program/program-overview/>) applies one set of expectations to every partner. Whether an organization primarily resells material-handling equipment, integrates automation into customer processes, or services fleets in the field, it participates in the same [customer journey](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>): demonstration, trial, purchase, and after-sales service.

The relationship is non-exclusive at partner level, so multiple partners can operate in the same market. Protection comes from customer registration rather than territory — see [Roles and Responsibilities](https://info.mobilerobot.com/partners/program/roles-and-responsibilities/) (<https://info.mobilerobot.com/partners/program/roles-and-responsibilities/>).

What every partner does

All partners are expected to:

- maintain at least one physical experience center where customers can try the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) hands-on;
- keep product in stock for immediate fulfillment;
- offer the full range of products and services, including paid trials and after-sales contracts;
- employ field-service technicians with current product training;
- appoint an internal product Champion as the resident expert and main contact;
- take part in proactive, recurring business planning with the company.

The full list is on [Requirements](https://info.mobilerobot.com/partners/program/requirements/) (<https://info.mobilerobot.com/partners/program/requirements/>).

A complementary core business

The program looks for organizations whose primary business naturally complements the robots — for example manual fork-truck businesses or automated-material-handling businesses. The J1600 is a dual-mode vehicle that behaves like a conventional electric pallet jack in manual mode, so companies that already sell, integrate, or service material-handling equipment can fold it into their existing offering, sales motion, and service organization. See [Dual Mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>).

Applying

[Applications are handled by country](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>), and the network is actively expanding. Read [Who We Are Looking For](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/>) and follow the [Application Process](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>), or [contact the partner team](https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/) (<https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/>), directly.

Application Process

Qualified integrators, distributors, and service partners can apply to join The Mobile Robot Company's global network. Applications are handled by country. This page describes how the process works from first contact to onboarding.

Who can apply

The [program](https://info.mobilerobot.com/partners/program/program-overview/) (<https://info.mobilerobot.com/partners/program/program-overview/>) is open to organizations whose primary business naturally complements the robots — for example manual-fork-truck businesses or automated-material-handling businesses with an existing customer base and service capability. See [Who We Are Looking For](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/>) and [Partner Types](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>).

Express interest

Start the conversation through either channel:

- the **Partner with us** section on www.mobilerobot.com (<https://www.mobilerobot.com>);
- email to the partner team at hello@mobilerobot.com.

Because partnerships are established country by country, state the country or countries you want to cover and describe your current business — what you sell, integrate, or service today. Full contact details are on [Contact the Partner Team](https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/) (<https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/>).

What the company looks at

The discussion centers on fit with the program's expectations:

- ability to run one or more physical experience centers with hands-on demonstrations;
- willingness to stock product for immediate fulfillment;

- capacity to offer the full range — sales, paid trials, installation, and after-sales contracts;
- field-service technicians who can be trained on the product;
- an internal product Champion;
- commitment to recurring joint business planning.

The detailed expectations are described in [Requirements](https://info.mobilerobot.com/partners/program/requirements/) (<https://info.mobilerobot.com/partners/program/requirements/>).

After acceptance

New partners are taken through a structured start:

- a joint first-phase business plan;
- a two-day sales and service training workshop, followed by unlimited remote support;
- the option to purchase the one-time [Starter Package](https://info.mobilerobot.com/partners/become-a-partner/starter-package/) (<https://info.mobilerobot.com/partners/become-a-partner/starter-package/>), which equips the experience center with a demo robot and includes training, on-site deployment support, and a geographically targeted lead-generation campaign.

The steps are described in the [Onboarding Process](https://info.mobilerobot.com/partners/become-a-partner/onboarding-process/) (<https://info.mobilerobot.com/partners/become-a-partner/onboarding-process/>).

Availability by country

The network covered eight countries as of June 2026 and is expanding. The company does not publish a list of covered countries; ask the partner team about the status of your market. See [Country Availability](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>).