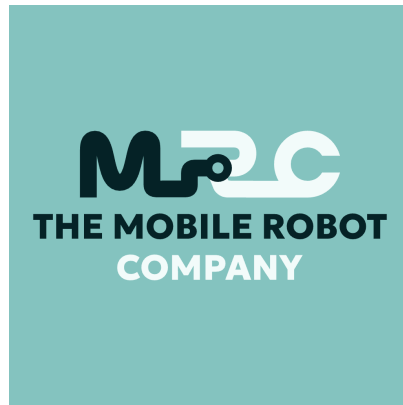




# The Mobile Robot Company

Knowledge Center — Partners · 2026-08-04

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

# Partners

The partner program, becoming a partner, and partner resources.



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# 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-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) (<https://www.mobilerobot.com>);
- email to the partner team at [hello@mobilerobot.com](mailto: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/).

# Who We Are Looking For

[The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) (<https://info.mobilerobot.com/company/about/company-overview/>) builds its channel from organizations that already live close to material handling. This page describes the profile that fits the [partner program](https://info.mobilerobot.com/partners/program/program-overview/) (<https://info.mobilerobot.com/partners/program/program-overview/>).

## A complementary core business

The strongest candidates are organizations whose primary business naturally complements the robots:

- **manual-fork-truck businesses** — dealers and service organizations for conventional pallet jacks and forklifts;
- **automated-material-handling businesses** — integrators and suppliers of warehouse automation.

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) is a [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) vehicle: in manual mode it behaves like a conventional electric pallet jack, and in automatic mode it drives itself to saved locations. Organizations from either side of that line — manual equipment or automation — can sell, deploy, and service it with the capabilities they already have.

## Three partner profiles

Qualified **distributors**, **integrators**, and **service partners** can all apply. The program applies the same expectations to each profile; see [Partner Types](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>).

## What we expect you can build

A partner should be able to establish and sustain:

- one or more physical experience centers where customers get hands-on with the robot — shared showroom space is acceptable;

- product in stock for immediate fulfillment;
- the full offering: demonstrations, paid trials, sales, installation, and after-sales contracts;
- field-service technicians trained on the product;
- an internal product Champion as the resident expert;
- a rhythm of recurring business planning with the company.

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

## How we work together

The partnership values are collaboration, transparency, and a shared commitment to customer success; clear roles in a three-way relationship among company, partner, and end customer; non-exclusive freedom with performance-based rewards; structured planning and disciplined execution; and local presence with responsive support. Loyalty and commitment are rewarded with investment.

## Where

Applications are handled by country. The network covered eight countries as of June 2026 and continues to expand — see [Country Availability](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>).

## Next step

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/>).

# Country Availability

The J1600 is available worldwide, including in the United States, Canada, Australia, and China. This page explains how availability works in practice for customers and for prospective partners.

## How worldwide availability works

The Mobile Robot Company [sells through an international network](https://info.mobilerobot.com/company/about/business-model/) of distributors, integrators, and service partners rather than directly. By June 2026 the company had distributor partnerships in eight countries, and the network is expanding. Customer inquiries are assigned through the [partner network](https://info.mobilerobot.com/partners/program/program-overview/) — as a rule of thumb, to the partner with the nearest experience center.

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) is [CE marked](https://info.mobilerobot.com/safety-compliance/certificates/ce-declaration-of-conformity/) and complies with both European and US safety requirements, notably [EN ISO 3691-4](https://info.mobilerobot.com/safety-compliance/standards/iso-3691-4/) and [ANSI/ITSDF B56.5](https://info.mobilerobot.com/safety-compliance/standards/ansi-itsdf-b56-5/). The full list of directives and standards is in [Compliance Statements](https://info.mobilerobot.com/safety-compliance/certificates/compliance-statements/).

## What to confirm for your market

Several details are specific to each market and are handled through the company or a local partner rather than listed here:

- which countries the eight distributor partnerships cover, and who the local distributors and integrators are;
- country-specific prices, taxes, currencies, Incoterms, import duties, and delivery times;
- country-specific service coverage;
- certification details for individual markets such as Canada, Australia, or China.



Confirm availability, commercial terms, and local certification for your market with the company or a local partner before planning a deployment.

## For customers

If you want to see or buy the robot, start at [www.mobilerobot.com](https://www.mobilerobot.com) (<https://www.mobilerobot.com>) — list prices are public, and demo, trial, and purchase requests are [routed to a partner in your area](https://info.mobilerobot.com/products/buying-and-deployment/find-a-local-partner/) (<https://info.mobilerobot.com/products/buying-and-deployment/find-a-local-partner/>). See [Products](https://info.mobilerobot.com/category/products/) (<https://info.mobilerobot.com/category/products/>) for the product itself.

## For prospective partners

Partnerships are established country by country, and the company invites qualified [integrators, distributors, and service partners](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>) to discuss [joining the network](https://info.mobilerobot.com/partners/program/why-partner-with-us/) (<https://info.mobilerobot.com/partners/program/why-partner-with-us/>) in their market. If your country is not yet covered, that is an opening rather than a barrier — 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 the [Application Process](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>), or ask 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/>) about the status of your market.

# Contact the Partner Team

Ready to discuss a partnership, or want to know whether your country is covered? Use the channels below.

## General channels

| Purpose                             | Contact                                                                                                                                                                     |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Partner inquiries and general email | <a href="mailto:hello@mobilerobot.com">hello@mobilerobot.com</a>                                                                                                            |
| Website                             | <a href="https://www.mobilerobot.com">www.mobilerobot.com</a> ( <a href="https://www.mobilerobot.com">https://www.mobilerobot.com</a> ) — see the "Partner with us" section |
| General telephone                   | +45 88 10 90 12                                                                                                                                                             |

**Headquarters** (<https://info.mobilerobot.com/company/locations/headquarters/>): The Mobile Robot Company ApS, Kettevej 45, 2650 Hvidovre, Denmark.

## EMEA

For Europe, the Middle East, and Africa, partner and integrator relationships are led by [Fernando Fandiño Oliver](https://info.mobilerobot.com/company/team/leadership/) (<https://info.mobilerobot.com/company/team/leadership/>), Senior Vice President EMEA:

- Email: [fernando.fandino.oliver@mobilerobot.com](mailto:fernando.fandino.oliver@mobilerobot.com)
- Telephone: +34 649 999 802

## What to include in a first message

Partnerships are established country by country, so a useful first message states:

- the country or countries you want to cover;

- your current core business — for example fork-truck sales and service, or automated material handling;
- which profile fits you best: distributor, integrator, or service partner (see [Partner Types](https://info.mobilerobot.com/partners/program/partner-types/) (<https://info.mobilerobot.com/partners/program/partner-types/>)).

## Before you write

- [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/>) — the partner profile.
- [Application Process](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>) — how the conversation runs.
- [Country Availability](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>) — how the network covers markets.

# Logos and Brand Guidelines

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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                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------------------------------------|
| <a href="https://info.mobilerobot.com/assets/files/mrc-logo-c6ad1064a846b0895783cd319a38bb7b.svg/">mrc-logo.svg</a> ( <a href="https://info.mobilerobot.com/assets/files/mrc-logo-c6ad1064a846b0895783cd319a38bb7b.svg/">https://info.mobilerobot.com/assets/files/mrc-logo-c6ad1064a846b0895783cd319a38bb7b.svg/</a> ) | SVG<br>(vector) | Preferred for print, signage, and anything that scales |
| <a href="https://info.mobilerobot.com/assets/files/mrc-logo-19625c4cbba7ca67fbcabef2927789db.png/">mrc-logo.png</a> ( <a href="https://info.mobilerobot.com/assets/files/mrc-logo-19625c4cbba7ca67fbcabef2927789db.png/">https://info.mobilerobot.com/assets/files/mrc-logo-19625c4cbba7ca67fbcabef2927789db.png/</a> ) | PNG<br>(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

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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                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------|
| <a href="https://www.youtube.com/watch?v=0vffa1uGTQE">J1600 Live Demo at TEST CAMP 2026</a> (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 |
| <a href="https://www.youtube.com/watch?v=PHBLT4XyvyI">Can Anyone Automate a Pallet Move in Minutes?</a> (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      |
| <a href="https://www.youtube.com/watch?v=HQyenBYeLTU">TEST CAMP INTRALOGISTICS</a> (https://www.youtube.com/watch?v=HQyenBYeLTU)                                                                            | 16 Apr 2026 | Panel remarks on automation total cost of ownership and one-day deployment                                                       |
| <a href="https://www.youtube.com/watch?v=XG45XAKefYo">J1600 just hit a major milestone — officially certified as a Best in Logistics innovative solution!</a> (https://www.youtube.com/watch?v=XG45XAKefYo) | 22 Apr 2026 | Receiving the Best in Intralogistics certificate at TEST CAMP                                                                    |
| <a href="https://www.youtube.com/watch?v=vrAAjAMF-8">Inside Our Copenhagen Test Facility — Real-World Mobile Robot Testing in Action</a> (https://www.youtube.com/watch?v=vrAAjAMF-8)                       | 2 Apr 2026  | The validation facility: uneven flooring, water-filled loads, multiple test setups                                               |
| <a href="https://www.youtube.com/watch?v=FBICNgCRqPw">Showcasing the Future of Mobile Robotics at IFOY 2026</a> (https://www.youtube.com/watch?v=FBICNgCRqPw)                                               | 15 Jun 2026 | Short event clip from IFOY 2026                                                                                                  |
| <a href="https://www.youtube.com/watch?v=EB7k1INqmgg">This Is the Future of Warehouses (IFOY Event)</a> (https://www.youtube.com/watch?v=EB7k1INqmgg)                                                       | —           | Short event clip                                                                                                                 |
| <a href="https://www.youtube.com/watch?v=HSIP5Z6HZvw">J1600 in Action at IFOY</a> (https://www.youtube.com/watch?v=HSIP5Z6HZvw)                                                                             | —           | Short event clip                                                                                                                 |
| <a href="https://www.youtube.com/watch?v=VRUUXon5Q8">Autonomous Mobile Robots (AMRs) in Action: Real Facility, Real Operators, Real Workflow</a> (https://www.youtube.com/watch?v=VRUUXon5Q8)               | —           | Facility footage of the robot in a real workflow                                                                                 |



# Tutorials

| Video                                                                                                                                                                                       | Published  | What it shows                                                                                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------|
| <a href="https://www.youtube.com/watch?v=OGiOVtdKbk8">How to Add a Drop Location &amp; Create Tasks on the J1600 Self-Driving Pallet Jack</a> (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 |
| <a href="https://www.youtube.com/watch?v=I6GJ07Kbi4Y">How to Charge Your Robot</a> (https://www.youtube.com/watch?v=I6GJ07Kbi4Y)                                                            | —          | Manual plug-in charging and the automatic charger with opportunity charging                              |
| <a href="https://www.youtube.com/watch?v=iNLb0HhCV5Y">Learn About the J1600 Self-Driving Pallet Jack: Tutorials, Features &amp; Benefits</a> (https://www.youtube.com/watch?v=iNLb0HhCV5Y)  | 1 Jun 2026 | Guide to the channel's short tutorials                                                                   |

# Product capabilities

| Video                                                                                                                                                                         | Published   | What it covers                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------------------------------------------------------------------------|
| <a href="https://www.youtube.com/watch?v=MgmWCbdoge8">What is Dual Mode</a> (https://www.youtube.com/watch?v=MgmWCbdoge8)                                                     | 25 Feb 2026 | Manual pallet-jack operation plus one-button autonomous delivery                |
| <a href="https://www.youtube.com/watch?v=HKGv7uzNxlw">What extra capabilities does the Dual Mode Pallet Jack J1600 offer?</a> (https://www.youtube.com/watch?v=HKGv7uzNxlw)   | 25 Feb 2026 | Manual judgment for sensitive or unstable loads, autonomous long transport      |
| <a href="https://www.youtube.com/watch?v=7QXbmem2i2w">How Our Mobile Robots Handle 1,600 kg Loads at 1.6 Meters</a> (https://www.youtube.com/watch?v=7QXbmem2i2w)             | 1 Jun 2026  | Payload and manual lift-height capability                                       |
| <a href="https://www.youtube.com/watch?v=ovlpXTxkn8Y">Dual Mode J1600 AMR: Flexible Handling of Open Cages and Euro Pallets</a> (https://www.youtube.com/watch?v=ovlpXTxkn8Y) | 1 Jun 2026  | Open cages, Euro pallets, and other open-base carriers                          |
| <a href="https://www.youtube.com/watch?v=RZEsjOgnBvk">How many pallet locations can I have</a> (https://www.youtube.com/watch?v=RZEsjOgnBvk)                                  | 24 Feb 2026 | No software limit on saved locations                                            |
| <a href="https://www.youtube.com/watch?v=b0a0QWWNlws">What's the most common task our robot performs?</a> (https://www.youtube.com/watch?v=b0a0QWWNlws)                       | 24 Feb 2026 | Manual pick, autonomous delivery, drop, and return; the three post-drop options |
| <a href="https://www.youtube.com/watch?v=wU4PwW7grKA">Does the J1600 support VDA5050</a> (https://www.youtube.com/watch?v=wU4PwW7grKA)                                        | 24 Feb 2026 | Full VDA 5050 support for multi-vendor fleets                                   |
| <a href="https://www.youtube.com/watch?v=Qe5kres-lgY">Does J1600 it work on brownfield sites?</a> (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                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------------------------------------------------------|
| <a href="https://www.youtube.com/watch?v=vtAdnMtn3j8">The Vision Behind The Mobile Robot Company</a> ( <a href="https://www.youtube.com/watch?v=vtAdnMtn3j8">https://www.youtube.com/watch?v=vtAdnMtn3j8</a> ) | 27 Jun 2026 | The single-shift SME focus and the 80%-automation proposition |
| <a href="https://www.youtube.com/watch?v=ybe3uWrgn5E">When was The Mobile Robot Company founded</a> ( <a href="https://www.youtube.com/watch?v=ybe3uWrgn5E">https://www.youtube.com/watch?v=ybe3uWrgn5E</a> )  | 26 Feb 2026 | Founding story and the founders' mission                      |

## Buying, trials, support, and partnership

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

## 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](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       | <a href="https://www.linkedin.com/company/the-mobile-robot-company/">linkedin.com/company/the-mobile-robot-company</a> ( <a href="https://www.linkedin.com/company/the-mobile-robot-company/">https://www.linkedin.com/company/the-mobile-robot-company/</a> ) |
| Facebook       | <a href="https://www.facebook.com/TheMobileRobotCompany">facebook.com/TheMobileRobotCompany</a> ( <a href="https://www.facebook.com/TheMobileRobotCompany">https://www.facebook.com/TheMobileRobotCompany</a> )                                                |
| Instagram      | <a href="https://www.instagram.com/themobilerobotcompany/">instagram.com/themobilerobotcompany</a> ( <a href="https://www.instagram.com/themobilerobotcompany/">https://www.instagram.com/themobilerobotcompany/</a> )                                         |
| TikTok         | <a href="https://www.tiktok.com/@themobilerobotcompany">tiktok.com/@themobilerobotcompany</a> ( <a href="https://www.tiktok.com/@themobilerobotcompany">https://www.tiktok.com/@themobilerobotcompany</a> )                                                    |
| YouTube Shorts | <a href="https://www.youtube.com/@the-mobile-robot-company/shorts">youtube.com/@the-mobile-robot-company/shorts</a> ( <a href="https://www.youtube.com/@the-mobile-robot-company/shorts">https://www.youtube.com/@the-mobile-robot-company/shorts</a> )        |

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/>).