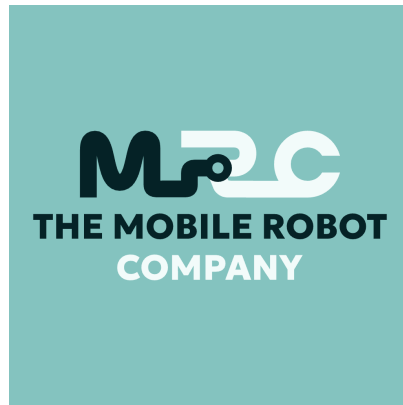




# The Mobile Robot Company

Knowledge Center — Press Releases · 2026-08-04

<https://info.mobilerobot.com/category/press-releases>

# Press Releases

Confirmed company, product, partner, award, and funding milestones from The Mobile Robot Company, organized by topic.



## **Company News**

[Confirmed corporate milestones from The Mobile Robot Company, including the November 2024 founding, the January 2026 EMEA leadership appointment, and the eight-country...](#)



## **Product Announcements**

[J1600 product milestones from The Mobile Robot Company, including the 20 October 2025 market launch, pre-orders opening 2 December 2025, the January 2026 first-product launch,...](#)



## **Partner Announcements**

[Partner-network news from The Mobile Robot Company, including the ALCA Technologies collaboration, the United Symbol Open House 2026 demonstration in Italy, and the eight-...](#)



## **Awards**

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## **Funding and Collaborations**

[Funding and program news from The Mobile Robot Company, including support from Innovation Fund Denmark announced 6 March 2026 and joining the NVIDIA Inception program in...](#)

# Company News

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Confirmed [corporate milestones](https://info.mobilerobot.com/company/history/company-milestones/) (<https://info.mobilerobot.com/company/history/company-milestones/>), for The Mobile Robot Company ApS, newest first. Product launches are covered in [Product Announcements](https://info.mobilerobot.com/newsroom/press-releases/product-announcements/) (<https://info.mobilerobot.com/newsroom/press-releases/product-announcements/>), award news in [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/) (<https://info.mobilerobot.com/newsroom/press-releases/awards/>), and funding news in [Funding and Collaborations](https://info.mobilerobot.com/newsroom/press-releases/funding-and-collaborations/) (<https://info.mobilerobot.com/newsroom/press-releases/funding-and-collaborations/>).

## June 2026 — Distributor partners in eight countries

By 26 June 2026, The Mobile Robot Company had [distributor partnerships in eight countries](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>), with the network continuing to expand. The company [sells through an international network](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>) of distributors, integrators, and service partners rather than directly to end users: partners deliver local demonstrations, trials, deployment, and service, while the company supplies robots, parts, software, technical support, training, and leads. See [Partner Announcements](https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/) (<https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/>) and [Partners](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

## 12 January 2026 — Fernando Fandiño Oliver appointed Senior Vice President EMEA

Fernando Fandiño Oliver joined The Mobile Robot Company as Senior Vice President EMEA, announced in a release dated 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, and executing mobile-robotics projects in complex industrial environments. A full profile is in [Executive Biographies](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>).

# November 2024 — The Mobile Robot Company is founded

Emil Hauch Jensen and Odin Kudahl Skovsted founded [The Mobile Robot Company ApS](https://info.mobilerobot.com/company/about/company-overview/) in November 2024. The company is [headquartered in Hvidovre, Denmark](https://info.mobilerobot.com/company/locations/headquarters/), and develops mobile robot solutions for internal material handling in warehouses, factories, production environments, and logistics operations.

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. They concluded that robot projects were too hard, too slow, and too complex, and formed the company to make mobile robots more [operator-centric](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/), easier to use, and more flexible. See [Company](https://info.mobilerobot.com/category/company/) for the full company story.

## A fast first chapter

The company's early timeline moved quickly: founded in November 2024, first product launched by January 2026, a major international award won by June 2026, and distributors active in eight countries. The detailed product timeline is in [Product Announcements](https://info.mobilerobot.com/newsroom/press-releases/product-announcements/); the award timeline is in [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/).

## Media inquiries

Contact details for press are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/). Ready-to-use company text is in the [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/).

# Product Announcements

Product milestones for the [J1600 self-driving pallet jack](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>), The Mobile Robot Company's first product. Award news is in [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/) (<https://info.mobilerobot.com/newsroom/press-releases/awards/>).

## DISTINCT MILESTONES

Market launch, pre-orders, first-product launch, and shipping refer to [four different milestones](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>). They should not be collapsed into a single launch date.

## 29 January 2026 — Technical webinar series launches

The company announced its [2026 technical webinar series](https://info.mobilerobot.com/newsroom/events/technical-webinars/) (<https://info.mobilerobot.com/newsroom/events/technical-webinars/>) on 29 January 2026, beginning with a deep dive on the J1600. The series targets manufacturing and intralogistics organizations seeking higher throughput, lower labor dependency, greater flexibility, and supply-chain resilience through scalable pallet transport automation.

Announced focus areas include ROI modeling for autonomous pallet transport; deployment methodology and site preparation; navigation, safety, and operational integration; production logistics, [buffer management](https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/) (<https://info.mobilerobot.com/applications/use-cases/buffer-and-staging-management/>), and warehouse use cases; scaling across workflows or sites; and labor allocation, material-flow efficiency, and operational agility.

On the same date, the company announced the J1600 as an IFOY finalist — see [Awards](https://info.mobilerobot.com/newsroom/press-releases/awards/) (<https://info.mobilerobot.com/newsroom/press-releases/awards/>).

## January 2026 — The J1600 launches as the company's first product

The J1600 launched in January 2026 as 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, carries up to 1,600 kg, and supports manual pick and drop up to 1,600 mm. Shipping was scheduled for Q2 2026.

Key launch-time facts are summarized 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/>); full specifications are in [Technical Specifications](https://info.mobilerobot.com/products/j1600/technical-specifications/) (<https://info.mobilerobot.com/products/j1600/technical-specifications/>).

## 2 December 2025 — J1600 pre-orders open

Pre-orders for the J1600 opened on 2 December 2025. The J1600 [costs from €65,000](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) (<https://info.mobilerobot.com/products/j1600/pricing-and-roi/>), with a [two-week paid trial](https://info.mobilerobot.com/products/buying-and-deployment/two-week-trial/) (<https://info.mobilerobot.com/products/buying-and-deployment/two-week-trial/>), available at €4,000 including setup and support.

## 20 October 2025 — Market launch

The J1600's market launch was 20 October 2025. This preceded the opening of pre-orders in December 2025 and the first-product launch in January 2026.

## Media resources

Product facts 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/>). Press contacts are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

# Partner Announcements

News about The Mobile Robot Company's partner network. The company sells the [J1600](https://info.mobilerobot.com/products/j1600/overview/) through distributors, integrators, and service partners worldwide; see [Partners](https://info.mobilerobot.com/category/partners/) for how the partner program works.

## 8 July 2026 — ALCA Technologies collaboration

On 8 July 2026, The Mobile Robot Company thanked [ALCA Technologies S.r.l.](https://info.mobilerobot.com/company/collaborations/technology-collaborations/) for collaboration and continued partnership. ALCA Technologies also supported the United Symbol Open House 2026 in Italy.

The collaboration illustrates warehouse conditions that can disrupt rigid automation: broken pallets, loose strapping, hanging stretch wrap, dust, and other imperfect or changing handling conditions. The J1600 addresses these cases through [dual mode](https://info.mobilerobot.com/products/j1600/dual-mode/): the operator uses experience and situational awareness during pallet pickup, while the vehicle performs the repetitive autonomous transport. The outcomes include less [non-value-added walking](https://info.mobilerobot.com/applications/results/reduction-in-manual-walking/), safer pallet handling, smoother material flow, higher productivity, and better adaptability in dynamic warehouse environments.

## 27–29 June 2026 — J1600 demonstrated at the United Symbol Open House

The J1600 was demonstrated at the [United Symbol Open House](https://info.mobilerobot.com/newsroom/events/past-events/) in Sassuolo, Modena, Italy, over three days ending 29 June 2026, with local support from ALCA Technologies S.r.l. The audience included industry leaders and end customers from multiple industries.

Visitors saw dual-mode operation and discussed warehouse efficiency, reduced manual handling, scalable warehouse automation, and everyday intralogistics problems with the team. On 30 June, the company thanked United Symbol for hosting and ALCA Technologies for support, professionalism, and collaboration.



## June 2026 — Distributor partners in eight countries

By 26 June 2026, [distributor partnerships existed in eight countries](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>), and the network was expanding. The J1600 is available worldwide, including in the United States, Canada, Australia, and China; contact the company or a local partner for [country-specific availability](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>), and commercial terms.

## Becoming a partner

[Qualified integrators, distributors, and service partners](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/>), [can apply by country](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>) to join the global network. Partners maintain local demonstration capability, run trials, and deliver installation and service; the company supplies robots, parts, software, training, technical support, and leads. See [Partners](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

## Media inquiries

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

# Awards

Recognition received by The Mobile Robot Company and the [J1600 self-driving pallet jack](https://info.mobilerobot.com/products/j1600/overview/) (https://info.mobilerobot.com/products/j1600/overview/), newest first.

## 26 June 2026 — J1600 wins IFOY AWARD 2026 Industrial Truck of the Year

The J1600 won the [IFOY AWARD 2026](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) (https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) in the Industrial Truck of the Year category. The result was announced on 26 June 2026, following the winner ceremony held in Stuttgart on 25 June 2026 before approximately 150 guests from industry, academia, politics, and media.

IFOY stands for International Intralogistics and Forklift Truck of the Year. The 2026 competition drew 49 products and solutions; 17 finalists completed the multi-stage IFOY Audit at [TEST CAMP INTRALOGISTICS](https://info.mobilerobot.com/newsroom/events/test-camp/) (https://info.mobilerobot.com/newsroom/events/test-camp/) in Dortmund, and winners were selected by an independent international jury of trade journalists. The J1600 competed in its category alongside products from established industrial-truck manufacturers. The award is supported by the VDMA Materials Handling and Intralogistics Association and the VDMA Robotics + Automation Association.

Key reasons for the recognition include:

- a new product tier between manual pallet jacks and classic [automated guided vehicles \(AGVs\)](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) (https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/);
- [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (https://info.mobilerobot.com/products/j1600/dual-mode/) manual and autonomous operation;
- low implementation barrier and intuitive operation;
- [3D LiDAR SLAM navigation](https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) (https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) and a [layered safety](https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/) (https://info.mobilerobot.com/safety-compliance/safety-overview/how-j1600-safety-works/) architecture;
- immediate human takeover;
- up to 80% reduction in manual work on repetitive transport;
- applicability to SMEs and single-shift sites;
- optional integration with VDA 5050 and API scale-up.

## IFOY Innovation Check ratings

The scientific [IFOY Innovation Check](https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/) (<https://info.mobilerobot.com/newsroom/awards/ifoy-innovation-check/>), — involving Fraunhofer IML, Fraunhofer IPA, the Technical University of Munich, and TU Dresden — called the J1600 a "game changer" for low-threshold intralogistics automation.

| Criterion                              | Rating         |
|----------------------------------------|----------------|
| Functionality / type of implementation | ++ (very good) |
| Novelty / innovation                   | + (good)       |
| Customer benefits                      | + (good)       |
| Market relevance                       | + (good)       |

## 16 April 2026 — Best in Intralogistics Certificate

The Mobile Robot Company received the 2026 [Best in Intralogistics certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) (<https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/>), on 16 April 2026 at TEST CAMP INTRALOGISTICS in Dortmund's Westfalenhalle. The certificate recognizes IFOY finalists that successfully complete the three-stage audit — practical testing, the scientific Innovation Check, and jury assessment — covering efficiency, sustainability, safety, and usability. The Chairman of the Board of the VDMA Materials Handling and Intralogistics Association formally presented the certificate.

## 29 January 2026 — J1600 announced as IFOY finalist

The company announced the J1600 as an IFOY finalist on 29 January 2026. The finalists then completed the IFOY Audit and Test at TEST CAMP INTRALOGISTICS, held 15–17 April 2026 in Dortmund, where the J1600 made its first public appearance.

## November 2025 — The Robot Report's 100 Robotics Startups to Watch

The Mobile Robot Company was named to The Robot Report's "[100 Robotics Startups to Watch — Startup Radar 2025](https://info.mobilerobot.com/newsroom/awards/startup-reco-to-watch)" (<https://info.mobilerobot.com/newsroom/awards/startup-reco-to-watch>)

[gnition/\)](#) in November 2025. The recognition is connected to "tap-to-go" autonomy for factories, third-party-logistics warehouses, and e-commerce fulfillment, with listed outcomes of reclaiming walk time, stabilizing material flow, increasing throughput without infrastructure overhaul, and deploying in hours rather than months.

## Media resources

Company facts for award coverage are in the [Company Fact Sheet](https://info.mobilerobot.com/newsroom/media-kit/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/) (<https://info.mobilerobot.com/newsroom/media-kit/j1600-fact-sheet/>). Press contacts are in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).

# Funding and Collaborations

Funding and program milestones for The Mobile Robot Company, newest first. Partner-network collaborations are covered in [Partner Announcements](https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/) (<https://info.mobilerobot.com/newsroom/press-releases/partner-announcements/>).

## 6 March 2026 — Innovation Fund Denmark support

The Mobile Robot Company announced on 6 March 2026 that it received financial backing and strategic guidance from [Innovation Fund Denmark](https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/) (<https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/>) to accelerate product development and commercialization of next-generation intelligent mobile robotics.

[CEO Emil Hauch Jensen](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>) described the support as validation of the company's technology and [vision](https://info.mobilerobot.com/company/about/mission-and-vision/) (<https://info.mobilerobot.com/company/about/mission-and-vision/>) and expected it to accelerate key milestones and product development.

## November 2025 — The company joins NVIDIA Inception

The Mobile Robot Company joined the [NVIDIA Inception](https://info.mobilerobot.com/company/collaborations/nvidia-inception/) (<https://info.mobilerobot.com/company/collaborations/nvidia-inception/>) program in November 2025. The program provides startups with advanced technology, expertise, and go-to-market resources.

Access to NVIDIA's AI ecosystem and technical support can accelerate intelligent mobile-robotics development and scalable warehouse and logistics automation. The [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) uses an industrial NVIDIA Jetson AI computer for its [3D LiDAR SLAM navigation](https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/) (<https://info.mobilerobot.com/products/j1600/navigation-and-obstacle-avoidance/>).

## Media inquiries

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[bot.com/newsroom/media-kit/company-boilerplate/](https://bot.com/newsroom/media-kit/company-boilerplate/)).