



The Mobile Robot Company

Knowledge Center — Company Overview · 2026-08-04

<https://info.mobilerobot.com/company/about/company-overview>

Company Overview

The Mobile Robot Company ApS (also abbreviated MRC) 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](https://info.mobilerobot.com/company/history/founding-story/) by [Emil Hauch Jensen and Odin Kudahl Skovsted](https://info.mobilerobot.com/company/team/leadership/) and is [headquartered in Hvidovre, Denmark](https://info.mobilerobot.com/company/locations/headquarters/).

Its flagship and first product is the [J1600](https://info.mobilerobot.com/products/j1600/overview/), a [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) self-driving pallet jack. The product targets the gap between flexible but repetitive manual pallet movement and expensive, complex full automation: the operator performs judgment-heavy pickup, [exception handling](https://info.mobilerobot.com/applications/scenarios/handling-exceptions-and-irregular-loads/), and task initiation, while the robot performs repetitive travel and floor-level drop-off.

Company facts

Field	Information
Legal name	The Mobile Robot Company ApS
Founded	November 2024
Founders	Emil Hauch Jensen and Odin Kudahl Skovsted
Headquarters	Kettevej 45, 2650 Hvidovre, Denmark
Product	J1600 self-driving pallet jack
Website	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 Industrial Truck of the Year 2026

What the company believes

Robots should assist rather than displace operators. Tedious transport work is automated so people can focus on decisions and exceptions that require human context. The product principles are:

- practical, accessible, and affordable automation;
- [rapid deployment](https://info.mobilerobot.com/applications/results/faster-deployment/) (<https://info.mobilerobot.com/applications/results/faster-deployment/>), and value from day one;
- operator-centric and no-code control;
- human takeover whenever conditions require judgment;
- [optional, rather than mandatory, systems integration](https://info.mobilerobot.com/applications/results/lower-integration-complexity/) (<https://info.mobilerobot.com/applications/results/lower-integration-complexity/>);

- [scalable software and fleet integration](https://info.mobilerobot.com/documentation/technical-integration/integration-overview/) (<https://info.mobilerobot.com/documentation/technical-integration/integration-overview/>) when the application grows.

See [Mission and Vision](https://info.mobilerobot.com/company/about/mission-and-vision/) (<https://info.mobilerobot.com/company/about/mission-and-vision/>) and the [Human-in-the-Loop Philosophy](https://info.mobilerobot.com/company/about/human-in-the-loop-philosophy/) (<https://info.mobilerobot.com/company/about/human-in-the-loop-philosophy/>) for the thinking behind these principles.

Product and market focus

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 include 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. See [Markets We Serve](https://info.mobilerobot.com/company/about/markets-we-serve/) (<https://info.mobilerobot.com/company/about/markets-we-serve/>).

Commercial 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. Partners deliver local demonstrations, trials, deployment, service, and customer relationships; the company supplies robots, parts, software, technical support, training, and leads. See [Business Model](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>) and the [Partners section](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

Recognition

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, announced on 26 June 2026 — a challenger victory for a company founded in November 2024 against established industrial-truck manufacturers. The 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 and receives support from [Innovation Fund Denmark](https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/) (<https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/>). See [Company Milestones](https://info.mobilerobot.com/) (<https://info.mobilerobot.com/>).

[company/history/company-milestones/](https://info.mobilerobot.com/company/history/company-milestones/)) and [Collaborations \(https://info.mobilerobot.com/company/collaborations/technology-collaborations/\)](https://info.mobilerobot.com/company/collaborations/technology-collaborations/).