



The Mobile Robot Company

Knowledge Center — Company Milestones · 2026-08-04

<https://info.mobilerobot.com/company/history/company-milestones>

Company Milestones

This page lists the company's milestones in chronological order, from founding through its first product launch, international recognition, and channel expansion.

Chronology

Date	Milestone
November 2024	Emil Hauch Jensen and Odin Kudahl Skovsted found The Mobile Robot Company in Denmark.
20 October 2025	J1600 market launch.
November 2025	The company joins the NVIDIA Inception (https://info.mobilerobot.com/company/collaborations/nvidia-inception/), program.
November 2025	The company enters The Robot Report's 100 Robotics Startups to Watch — Startup Radar 2025.
2 December 2025	J1600 pre-orders open.
12 January 2026	Fernando Fandiño Oliver becomes Senior Vice President EMEA.
January 2026	The J1600 launches as the company's first product.
29 January 2026	The company launches its 2026 technical webinar series and announces the J1600 as an IFOY finalist.
Q2 2026	Scheduled J1600 shipping window.
6 March 2026	The company announces support from Innovation Fund Denmark (https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/).
22 March 2026	Senior Vice President EMEA Fernando Fandiño Oliver appears on a robotics-industry podcast.
15–17 April 2026	The company participates in TEST CAMP INTRALOGISTICS 2026 in Dortmund.
16 April 2026	The J1600 receives the Best in Intralogistics Certificate after passing the three-stage IFOY Audit.
25 June 2026	IFOY winner ceremony in Stuttgart.

Date	Milestone
26 June 2026	The J1600 wins IFOY Industrial Truck of the Year 2026. The company has distributor partners in eight countries.
27–29 June 2026	The J1600 is demonstrated at the United Symbol Open House 2026 in Sassuolo, Italy, with support from ALCA Technologies.
8 July 2026	The company highlights its collaboration with ALCA Technologies (https://info.mobilerobot.com/company/collaborations/technology-collaborations/).

i LAUNCH DATES ARE DISTINCT EVENTS

"Market launch" (20 October 2025), pre-orders (2 December 2025), first-product launch (January 2026), and shipping (Q2 2026) are different milestones. See the [Product Launch Timeline](https://info.mobilerobot.com/company/history/product-launch-timeline/) (https://info.mobilerobot.com/company/history/product-launch-timeline/).

The award milestone

The [IFOY AWARD 2026 win](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, was the first Danish receipt of this international logistics honor and a challenger victory against established industrial-truck manufacturers, for a company founded only in November 2024. More detail is in the [Newsroom](https://info.mobilerobot.com/category/newsroom/) (https://info.mobilerobot.com/category/newsroom/).

Related pages

- [Founding Story](https://info.mobilerobot.com/company/history/founding-story/) (https://info.mobilerobot.com/company/history/founding-story/)
- [Product Launch Timeline](https://info.mobilerobot.com/company/history/product-launch-timeline/) (https://info.mobilerobot.com/company/history/product-launch-timeline/)
- [Growth and International Expansion](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (https://info.mobilerobot.com/company/history/growth-and-international-expansion/)