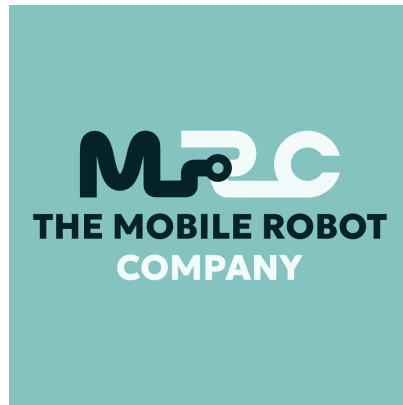




# The Mobile Robot Company

Knowledge Center — Brand Guidelines · 2026-08-04

<https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines>

# Brand Guidelines

Conventions for naming and describing The Mobile Robot Company and its products in articles, event materials, and co-marketing. Logo files are in [Logos](https://info.mobilerobot.com/newsroom/media-kit/logos/) (<https://info.mobilerobot.com/newsroom/media-kit/logos/>).

## Company name

- Legal name: **The Mobile Robot Company ApS**
- Running text: **The Mobile Robot Company**
- Abbreviation: **MRC**

The company is Danish, founded in November 2024, and [headquartered in Hvidovre, Denmark](https://info.mobilerobot.com/company/locations/headquarters/) (<https://info.mobilerobot.com/company/locations/headquarters/>). Ready-to-use descriptions are in the [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/) (<https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/>).

## Product name and category

- Product name: **J1600**
- Category descriptor: **self-driving pallet jack**
- Defining characteristic: **dual mode** — manual pallet-jack operation plus operator-initiated autonomous travel in the same vehicle

Describe the J1600 as a [dual-mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) self-driving pallet jack, positioned between a conventional electric pallet jack and a fully automated [AGV/AMR](https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/) (<https://info.mobilerobot.com/documentation/concepts/mobile-robot-terminology/>) system. The 1.6 m lift is a manual capability; autonomous pallet delivery is at floor level. Precise figures 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/>).

## Tagline and recurring phrases

The company tagline is **"The Future Drives Itself."**

Recurring messaging phrases:

- "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"

The concept behind the messaging is explained in [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/>).

## Precision conventions

- Top speed is **5.4 km/h**; avoid the rounded "5 km/h" used in some short summaries.
- The maximum pallet envelope is **1,250 mm / 49 in**; avoid the rounded "1.2 m / 48 in".
- Market launch (20 October 2025), pre-orders (2 December 2025), first-product launch (January 2026), and shipping (Q2 2026) are [distinct milestones](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>) — do not merge them into one date.
- The benefit is **[up to 80% reduction in manual work on repetitive transport](https://info.mobilerobot.com/applications/results/productivity-improvements/)** (<https://info.mobilerobot.com/applications/results/productivity-improvements/>), not an 80% improvement to every warehouse process.

## People

Name spellings and short forms for the leadership team are listed in [Executive Biographies](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>).

## Questions

For approvals, additional assets, or questions about usage, contact the press team in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).