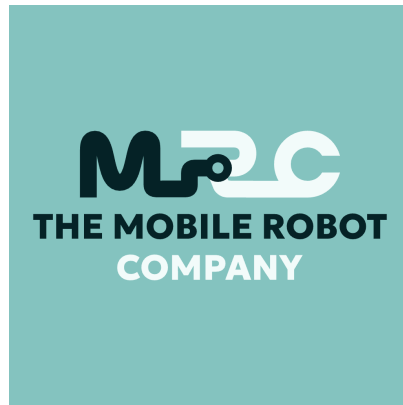




The Mobile Robot Company

Knowledge Center — Company Boilerplate · 2026-08-04

<https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate>

Company Boilerplate

Standard descriptions of [The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) (<https://info.mobilerobot.com/company/about/company-overview/>) for use in press coverage, articles, and event programs. Both versions may be used as written. Supporting figures 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/>).

Short boilerplate

The Mobile Robot Company ApS is a Danish robotics company, founded in November 2024 and headquartered in Hvidovre, Denmark. Its first product, the J1600, is a dual-mode self-driving pallet jack that won the IFOY AWARD 2026 Industrial Truck of the Year.

Long boilerplate

The Mobile Robot Company ApS 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 by [Emil Hauch Jensen and Odin Kudahl Skovsted](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>) and is headquartered in Hvidovre, Denmark.

Its first product, the J1600, is a dual-mode self-driving pallet jack made in Denmark. The J1600 can be operated manually like a conventional electric pallet jack or sent autonomously to saved locations, carrying loads up to 1,600 kg. It targets the gap between flexible but repetitive manual pallet movement and expensive, complex full automation: the operator performs judgment-heavy pickup, exception handling, and task initiation, while the robot performs repetitive travel and floor-level drop-off.

The J1600 won the IFOY AWARD 2026 Industrial Truck of the Year. The company sells through an international network of distributors, integrators, and service partners, with distributor partnerships in eight countries as of June 2026. More information is available at www.mobilerobot.com (<https://www.mobilerobot.com>).

One-line description

Danish robotics company behind the J1600 dual-mode self-driving pallet jack, winner of the IFOY AWARD 2026 Industrial Truck of the Year.

Notes on usage

- The legal name is **The Mobile Robot Company ApS**; the company is also abbreviated **MRC**. See [Brand Guidelines](https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/) (<https://info.mobilerobot.com/newsroom/media-kit/brand-guidelines/>) for naming and messaging conventions.
- For interviews and quotes, contact the people listed in [Media Contacts](https://info.mobilerobot.com/newsroom/media-kit/media-contacts/) (<https://info.mobilerobot.com/newsroom/media-kit/media-contacts/>).