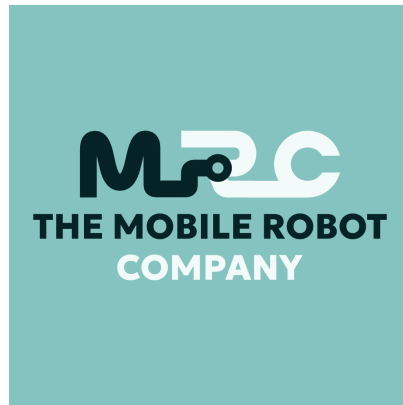




The Mobile Robot Company

Knowledge Center — Company Fact Sheet · 2026-08-04

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

Company Fact Sheet

Verified company facts for media use. Product facts 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/>); ready-to-use prose is in the [Company Boilerplate](https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/) (<https://info.mobilerobot.com/newsroom/media-kit/company-boilerplate/>).

At a glance

Field	Information
Legal name	The Mobile Robot Company ApS (abbreviated "MRC")
Founded	November 2024
Founders	Emil Hauch Jensen and Odin Kudahl Skovsted
Headquarters	Kettevej 45, 2650 Hvidovre, Denmark
First product	J1600 self-driving pallet jack, made in Denmark
Website	www.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 AWARD 2026 Industrial Truck of the Year

Leadership

Name	Role
Emil Hauch Jensen	Co-founder and CEO
Odin Kudahl Skovsted	Co-founder and CTO
Fernando Fandiño Oliver	Senior Vice President EMEA (since January 2026)

Full profiles are in [Executive Biographies](https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/) (<https://info.mobilerobot.com/newsroom/media-kit/executive-biographies/>).

What the company does

[The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) (<https://info.mobilerobot.com/company/about/company-overview/>) develops mobile robot solutions for internal material handling in warehouses, factories, production environments, and logistics operations. Its [mission](https://info.mobilerobot.com/company/about/mission-and-vision/) (<https://info.mobilerobot.com/company/about/mission-and-vision/>) is to redefine how robots assist people: robots remove tedious, repetitive movement so employees can focus on work requiring judgment, adaptability, and uniquely human insight. This philosophy is called [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/>).

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](https://info.mobilerobot.com/company/about/markets-we-serve/) (<https://info.mobilerobot.com/company/about/markets-we-serve/>) are 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.

Business 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](https://info.mobilerobot.com/company/about/business-model/) (<https://info.mobilerobot.com/company/about/business-model/>). Partners deliver local demonstrations, trials, deployment, service, and customer relationships; the company supplies robots, parts, software, technical

support, training, and leads. The J1600 is [available worldwide](https://info.mobilerobot.com/partners/become-a-partner/country-availability/) (<https://info.mobilerobot.com/partners/become-a-partner/country-availability/>), including in the United States, Canada, Australia, and China. See [Partners](https://info.mobilerobot.com/category/partners/) (<https://info.mobilerobot.com/category/partners/>).

Milestone timeline

Date	Milestone
November 2024	Company founded in Denmark by Emil Hauch Jensen and Odin Kudahl Skovsted
20 October 2025	J1600 market launch
November 2025	Joins NVIDIA Inception; named to The Robot Report's 100 Robotics Startups to Watch
2 December 2025	J1600 pre-orders open
12 January 2026	Fernando Fandiño Oliver becomes Senior Vice President EMEA
January 2026	J1600 launches as the company's first product
29 January 2026	Technical webinar series launches; J1600 announced as IFOY finalist
6 March 2026	Innovation Fund Denmark support announced
15–17 April 2026	Participation in TEST CAMP INTRALOGISTICS in Dortmund
16 April 2026	J1600 receives the Best in Intralogistics Certificate
26 June 2026	J1600 wins IFOY AWARD 2026 Industrial Truck of the Year; distributor partners in eight countries
27–29 June 2026	J1600 demonstrated at the United Symbol Open House in Sassuolo, Italy

Details on each milestone are in [Press Releases](https://info.mobilerobot.com/newsroom/press-releases/company-news/) (<https://info.mobilerobot.com/newsroom/press-releases/company-news/>).

Founding background

Before [founding the company](https://info.mobilerobot.com/company/history/founding-story/) (<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, easier to use, and more flexible.

Social channels

[LinkedIn](https://www.linkedin.com/company/the-mobile-robot-company/) (<https://www.linkedin.com/company/the-mobile-robot-company/>) · [Facebook](https://www.facebook.com/TheMobileRobotCompany) (<https://www.facebook.com/TheMobileRobotCompany>) · [Instagram](https://www.instagram.com/themobilerobotcompany/) (<https://www.instagram.com/themobilerobotcompany/>) · [TikTok](https://www.tiktok.com/@themobilerobotcompany) (<https://www.tiktok.com/@themobilerobotcompany>) · [YouTube](https://www.youtube.com/@the-mobile-robot-company/shorts) (<https://www.youtube.com/@the-mobile-robot-company/shorts>)

Press contact

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