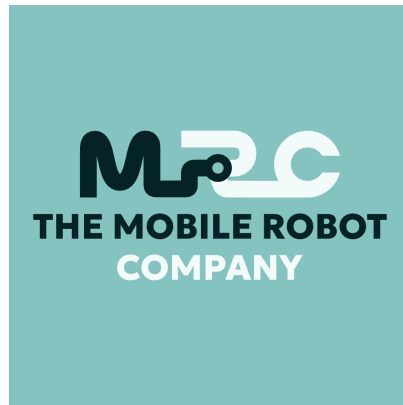




# The Mobile Robot Company

Knowledge Center — Behind the Scenes · 2026-08-04

<https://info.mobilerobot.com/newsroom/stories/behind-the-scenes>

# Behind the Scenes

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How the company builds and tests the [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>), and the experiences that shaped its [design philosophy](https://info.mobilerobot.com/company/about/our-approach-to-automation/) (<https://info.mobilerobot.com/company/about/our-approach-to-automation/>).

## The founding story

Before [founding The Mobile Robot Company](https://info.mobilerobot.com/company/history/founding-story/) (<https://info.mobilerobot.com/company/history/founding-story/>) in November 2024, Emil Hauch Jensen and Odin Kudahl Skovsted had collectively completed projects for hundreds of customers and deployed more than 10,000 robots at international mobile-robotics and automation companies. Their conclusion: robot projects were too hard, too slow, and too complex. The company was formed to make mobile robots operator-centric, easier to use, and more flexible. More on [the team](https://info.mobilerobot.com/company/team/team-members/) (<https://info.mobilerobot.com/company/team/team-members/>) is under [Company](https://info.mobilerobot.com/category/company/) (<https://info.mobilerobot.com/category/company/>).

## The Copenhagen test facility

The company validates the J1600 in a [Copenhagen demo and test area](https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/) (<https://info.mobilerobot.com/company/locations/test-and-demonstration-facility/>) under intentionally real-world conditions: deliberately uneven flooring, water-filled test loads, and multiple test setups. The point is to prove the vehicle in the messy conditions of an actual warehouse, not a laboratory. Customers can visit the facility for [demonstrations](https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/) (<https://info.mobilerobot.com/products/buying-and-deployment/request-a-demonstration/>) and trials; for a [proof of concept](https://info.mobilerobot.com/applications/planning/proof-of-concept-planning/) (<https://info.mobilerobot.com/applications/planning/proof-of-concept-planning/>), machines can be taken to the customer's plant. CTO Odin Kudahl Skovsted tours the facility in a [video](https://info.mobilerobot.com/newsroom/videos/product-demonstrations/) (<https://info.mobilerobot.com/newsroom/videos/product-demonstrations/>).

## Made in Denmark

The J1600 is manufactured in Denmark, and the company is [headquartered in Hvidovre](https://info.mobilerobot.com/company/locations/headquarters/) (<https://info.mobilerobot.com/company/locations/headquarters/>).

## The site visit that shaped the philosophy

CEO Emil Hauch Jensen visited a major e-commerce cross-docking facility in Germany, and the visit influenced the J1600's [flexibility-first philosophy](https://info.mobilerobot.com/applications/results/operational-flexibility/) (<https://info.mobilerobot.com/applications/results/operational-flexibility/>). His observations:

- trucks arrived at approximately 10-minute intervals across five inbound loading bays;
- each parcel received an internal barcode within about 30 seconds of unloading and became available for sale almost immediately;
- software made millisecond-level throughput decisions;
- yet not every process was automated, and some robotic systems were being phased out in favor of reliable conveyors and sorters;
- minor mechanical downtime of under 10 minutes could occur several times per day;
- layout, flow, buffer, and SKU-mix changes could occur several times per week.

The conclusion: flexibility and robustness are business necessities even in highly automated facilities. That observation connects directly to [dual mode](https://info.mobilerobot.com/products/j1600/dual-mode/) (<https://info.mobilerobot.com/products/j1600/dual-mode/>) — autonomy for repetitive travel, with immediate manual control when conditions change.

## Why humans stay in the loop

The company's design logic is captured in ten situations where human context beats automation: spotting damaged pallets, judging load stability, preventing plastic-wrap snags, locating misplaced pallets, catching damaged goods, handling steep dock plates, navigating crowded floors, responding to urgency, teaching routes, and avoiding automation overhead. The full argument is 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/>), and the technical consequences are told in [Technology Stories](https://info.mobilerobot.com/newsroom/stories/technology-stories/) (<https://info.mobilerobot.com/newsroom/stories/technology-stories/>).