



The Mobile Robot Company

Knowledge Center — Company Updates · 2026-08-04

<https://info.mobilerobot.com/newsroom/stories/company-updates>

Company Updates

Dated company news from The Mobile Robot Company, newest first. The condensed milestone table lives in [Certificates and Milestones](https://info.mobilerobot.com/newsroom/awards/certificates-and-milestones/) (<https://info.mobilerobot.com/newsroom/awards/certificates-and-milestones/>).

July 2026 — ALCA Technologies collaboration highlighted

On 8 July 2026, the company highlighted its [collaboration and continued partnership with ALCA Technologies S.r.l.](https://info.mobilerobot.com/company/collaborations/technology-collaborations/) (<https://info.mobilerobot.com/company/collaborations/technology-collaborations/>), which had supported the United Symbol Open House in Italy. See [Partner Stories](https://info.mobilerobot.com/newsroom/stories/partner-stories/) (<https://info.mobilerobot.com/newsroom/stories/partner-stories/>).

June 2026 — IFOY win and eight distributor countries

The J1600 won the IFOY AWARD 2026 Industrial Truck of the Year category, announced on 26 June 2026 after the Stuttgart ceremony. At that point the company had [distributor partners in eight countries](https://info.mobilerobot.com/company/history/growth-and-international-expansion/) (<https://info.mobilerobot.com/company/history/growth-and-international-expansion/>) and was expanding the network. Days later, on 27–29 June, the J1600 was demonstrated at the United Symbol Open House in Sassuolo, Italy. See [IFOY Award 2026](https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/) (<https://info.mobilerobot.com/newsroom/awards/ifoy-award-2026/>) and [Past Events](https://info.mobilerobot.com/newsroom/events/past-events/) (<https://info.mobilerobot.com/newsroom/events/past-events/>).

April 2026 — Best in Intralogistics Certificate

The J1600 received the Best in Intralogistics Certificate on 16 April 2026 after passing the three-stage IFOY Audit at TEST CAMP INTRALOGISTICS in Dortmund (15–17 April). See [Best in Intralogistics](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/) (<https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/>) and [TEST CAMP](https://info.mobilerobot.com/newsroom/events/test-camp/) (<https://info.mobilerobot.com/newsroom/events/test-camp/>).

March 2026 — Innovation Fund Denmark support

On 6 March 2026, the company announced financial backing and strategic guidance from [Innovation Fund Denmark](https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/) (<https://info.mobilerobot.com/company/collaborations/innovation-fund-denmark/>) to accelerate product development and commercialization of next-generation intelligent mobile robotics. CEO Emil Hauch Jensen described the support as validation of the company's technology and vision. Later in March, Senior Vice President EMEA Fernando Fandiño Oliver discussed global robotics scaling on the Tech Talks podcast "The BotPod" (recap dated 22 March 2026) — see [Interviews](https://info.mobilerobot.com/newsroom/videos/interviews/) (<https://info.mobilerobot.com/newsroom/videos/interviews/>).

January 2026 — first product, first webinar, IFOY finalist

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) (<https://info.mobilerobot.com/products/j1600/overview/>) launched as the company's first product in January 2026. On 29 January, the company opened its [2026 technical webinar series](https://info.mobilerobot.com/newsroom/events/technical-webinars/) (<https://info.mobilerobot.com/newsroom/events/technical-webinars/>) with a live deep dive on the J1600 and announced the J1600 as an IFOY finalist. Shipping was scheduled for Q2 2026.

On 12 January 2026, [Fernando Fandiño Oliver](https://info.mobilerobot.com/company/team/leadership/) (<https://info.mobilerobot.com/company/team/leadership/>) joined as **Senior Vice President EMEA**. His remit covers regional business development, market expansion, customer and partner relationships, strategic initiatives, and execution of the company's long-term growth strategy across Europe, the Middle East, and Africa.

Late 2025 — market launch, recognition, pre-orders

- **20 October 2025** — recorded J1600 [market-launch date](https://info.mobilerobot.com/company/history/product-launch-timeline/) (<https://info.mobilerobot.com/company/history/product-launch-timeline/>).
- **November 2025** — the company joined the [NVIDIA Inception](https://info.mobilerobot.com/company/collaborations/nvidia-inception/) (<https://info.mobilerobot.com/company/collaborations/nvidia-inception/>) program and was named to The Robot Report's 100 Robotics Startups to Watch (Startup Radar 2025). See [Startup Recognition](https://info.mobilerobot.com/newsroom/awards/startup-recognition/) (<https://info.mobilerobot.com/newsroom/awards/startup-recognition/>).
- **2 December 2025** — J1600 pre-orders opened.

November 2024 — founding

Emil Hauch Jensen and Odin Kudahl Skovsted [founded The Mobile Robot Company](https://info.mobilerobot.com/company/history/founding-story/) in Denmark. Their combined experience covered hundreds of customers and more than 10,000 deployed robots; they concluded that robot projects were too hard, slow, and complex, and formed the company to make mobile robots more [operator-centric](https://info.mobilerobot.com/documentation/concepts/human-in-the-loop-automation/), easier to use, and more flexible. See [Behind the Scenes](https://info.mobilerobot.com/newsroom/stories/behind-the-scenes/) and [Company](https://info.mobilerobot.com/category/company/).