



# The Mobile Robot Company

Knowledge Center — Why Partner With Us · 2026-08-04

<https://info.mobilerobot.com/partners/program/why-partner-with-us>

# Why Partner With Us

Partnering with [The Mobile Robot Company](https://info.mobilerobot.com/company/about/company-overview/) means selling automation into [the largest and least automated segment of intralogistics](https://info.mobilerobot.com/documentation/concepts/pallet-automation-fundamentals/) with a product designed to be demonstrated, deployed, and serviced by a local partner.

## A large, mostly manual market

Pallet transport is a high-volume market with very little automation:

- more than one million pallet jacks are sold worldwide every year;
- more than 300,000 are sold in Europe annually;
- more than six million people use pallet jacks in their daily work;
- only about 1% of pallet handling is automated.

The [J1600](https://info.mobilerobot.com/products/j1600/overview/) targets [the remaining manual segment](https://info.mobilerobot.com/company/about/markets-we-serve/) — especially small and medium businesses with one to five pallet-jack operators and single-shift economics that a conventional automation project cannot reach. That is a customer group most automation vendors do not serve, and it is where a local partner's reach matters most.

## An award-winning product

The J1600 won the [IFOY AWARD 2026 in the Industrial Truck of the Year category](https://info.mobilerobot.com/newsroom/awards/ifo-y-award-2026/), announced on 26 June 2026, after completing the three-stage IFOY Audit and receiving the [Best in Intralogistics Certificate](https://info.mobilerobot.com/newsroom/awards/best-in-intralogistics/). The award jury recognized it as a new product tier between manual pallet jacks and classic automated guided vehicles.

Its [dual-mode design](https://info.mobilerobot.com/products/j1600/dual-mode/) — a familiar manual electric pallet jack that also drives itself to saved locations — gives partners a product that is easy to explain, easy to demonstrate, and deployable in hours rather

than months. See the [technical specifications](https://info.mobilerobot.com/products/j1600/technical-specifications/) for the full data.

## A sales model built on demonstration

Hands-on experience is the strongest sales tool for this product. A first-time visitor to an experience center can typically create and launch an autonomous task within about 15 minutes, and a standard demonstration takes 30 to 60 minutes. [Public list prices](https://info.mobilerobot.com/products/j1600/pricing-and-roi/) remove pricing friction from early conversations, and the two-week paid trial with free return converts interest into deployments at low customer risk.

The company [does not sell directly to end users](https://info.mobilerobot.com/company/about/business-model/). Inquiries produced through the company's own marketing are assigned to partners — as a rule of thumb, to the partner with the nearest experience center.

## Revenue on product, software, and service

The [program](https://info.mobilerobot.com/partners/program/program-overview/) is structured so that partners earn across the whole customer lifecycle:

- **Product margin** — partners buy at partner prices and sell at market. A layered discount structure rewards active selling and volume; see [Partner Benefits](https://info.mobilerobot.com/partners/program/partner-benefits/).
- **Software** — [Advanced software](https://info.mobilerobot.com/products/software/advanced-software/), upgrades and [Fleet Manager](https://info.mobilerobot.com/products/software/fleet-manager/) licences are resold through partners.
- **Services** — partners may deliver installation, commissioning, on-site support, and trials themselves rather than reselling the company's service, keeping the human-service revenue local.
- **After-sales** — service and maintenance agreements flow through the partner, with the company supplying parts and software.

## Backing from the company

Partners are not left alone with the product:

- qualified leads from company marketing;
- a two-day sales and service training workshop, with unlimited remote support afterwards;
- [marketing materials](https://info.mobilerobot.com/partners/marketing-resources/logos-and-brand-guidelines/) (<https://info.mobilerobot.com/partners/marketing-resources/logos-and-brand-guidelines/>), and customer handouts for demos and events;
- co-marketing funds for co-branded promotions, campaigns, and events — see the [Co-Marketing Program](https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/) (<https://info.mobilerobot.com/partners/marketing-resources/co-marketing-program/>);
- recurring joint business planning with a shared KPI dashboard;
- a one-time [starter package](https://info.mobilerobot.com/partners/become-a-partner/starter-package/) (<https://info.mobilerobot.com/partners/become-a-partner/starter-package/>), that equips a new partner with a demo robot, training, deployment support, and a local lead-generation campaign.

## Ready to talk?

Read [Who We Are Looking For](https://info.mobilerobot.com/partners/become-a-partner/who-we-are-looking-for/) (<https://info.mobilerobot.com/partners/become-a-partner/who-we-are-looking-for/>), then start with the [Application Process](https://info.mobilerobot.com/partners/program/application-process/) (<https://info.mobilerobot.com/partners/program/application-process/>) or [contact the partner team](https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/) (<https://info.mobilerobot.com/partners/become-a-partner/contact-the-partner-team/>) directly.