

# PRESS KIT

# 2023

May 2023



# INDEX

1. Company overview
2. OnRobot at a glance
3. Vision & Mission
4. OnRobot's Journey
5. Portfolio
6. Meet our CEO
7. Management team
8. Success stories

# Company Overview

OnRobot A/S was founded in 2018 with the mission of breaking down automation barriers and bringing the benefits of automation to manufacturers of all sizes. Headquartered in Odense, Denmark, with offices spread across the globe, OnRobot is the world's leading provider of hardware and software solutions for collaborative applications. All offerings are based on the same 'One System, Zero Complexity' platform, delivering a unified interfacing experience. OnRobot products and solutions are provided through more than 700 distribution partners and used in many different industries, making it easier and faster to automate tasks such as material handling, machine tending, assembly, and surface finishing. To ultimately deliver the company's mission and vision, OnRobot has introduced its flagship platform D:PLOY with the aim of removing the automation complexity barrier and bringing manufacturers up to 90% reduction in deployment time.

# OnRobot at a glance



**FOUNDED**  
2018



**HEADQUARTERS**  
Denmark - Odense



**PARTNERS**  
+700



**2 PRODUCTION CENTERS**  
Odense , Budapest



**9 SALES OFFICES**  
Odense, Budapest, Soest, Barcelona, Texas,  
Singapore, Shanghai, Tokyo, Seoul

# Our vision

**The global leader within collaborative applications for factory automation**

OnRobot set out to build the One Stop Shop that enables easy and fast deployment of collaborative applications.

Since establishment in 2018, OnRobot has brought to market a wide assortment of hardware and software for collaborative applications that have helped manufacturers grow their business, deal with labor shortage, optimize productivity and secure fast return on investment (ROI).

D:PLOY represents the culmination of materializing the OnRobot vision.

# Our mission

**Break down automation barriers and bring the benefits of automation to manufacturers of all sizes**

The field of automation has grown tremendously over the last decades. Although many manufacturers have embraced automation, high barriers to implementation remain, especially among small and medium-sized companies. Deploying robotic applications on the manufacturing floor is still far too complex, time-consuming, and inflexible. All of this drives up costs and the minimum number of parts produced, making automation an unviable option for many.

D:PLOY breaks down these automation barriers by finally removing complexity associated with robotic application deployments and redeployments, offering staggering time and cost-savings.

# Breaking down automation barriers

Time required for application  
setup and programming



**Industrial  
robots**



**Collaborative  
robots**



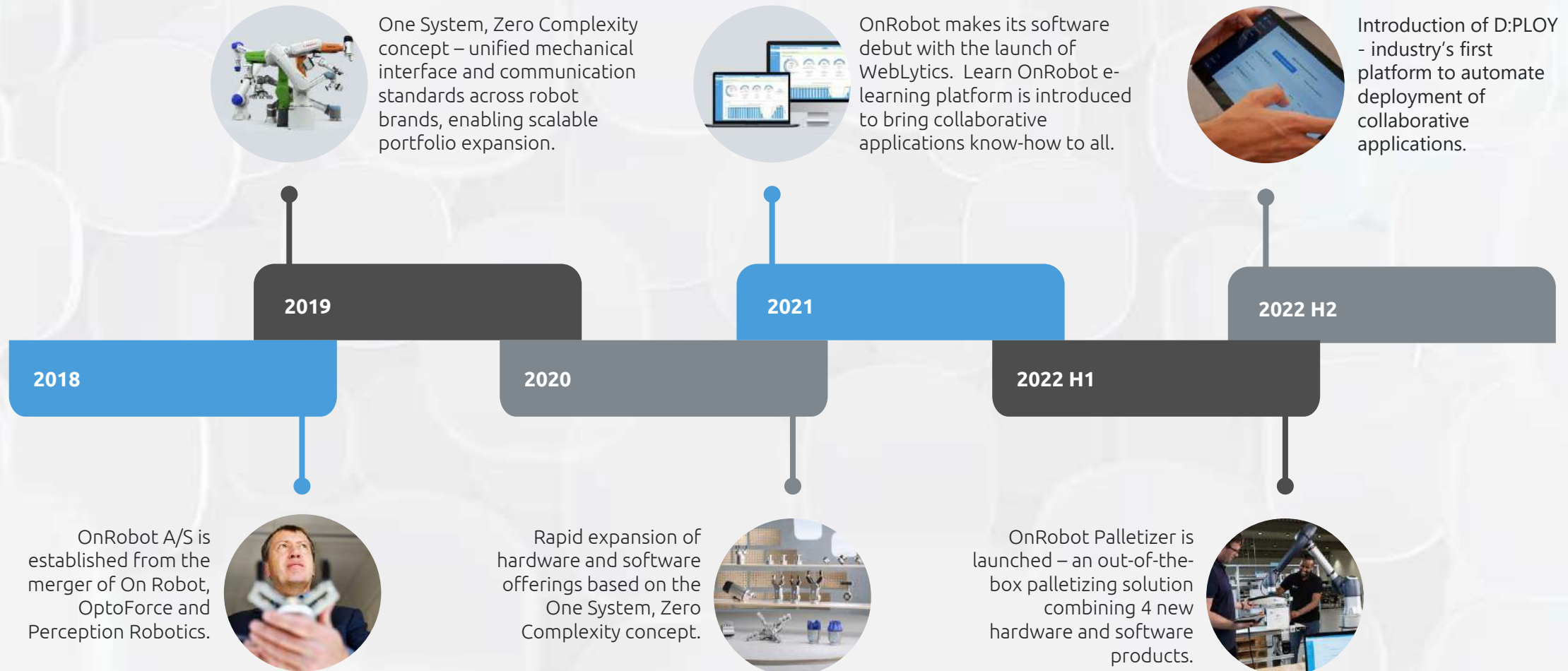
**One System  
Zero Complexity**



**D:PLOY**



# The journey to D:PLOY







# Our Spokepeople

# Would you like to talk to us?

Each region and market has its own unique needs and challenges, this is why we have spokespersons located throughout the world who can speak to you about industry topics in detail. Whether you are interested in learning more about our latest products and solutions or discussing industry trends and strategic topics, our team is always ready and willing to share its expertise with you!

If you are interested in scheduling an interview with one of our spokespersons, please do not hesitate to contact us. We would be happy to connect you with the right person for your specific needs and arrange a time that works for you.

# Meet our CEO



**Enrico Krog Iversen** is a Danish entrepreneur and business executive with over 30 years of experience in the technology industry and CEO of OnRobot since 2018.

In 2008, Iversen co-founded Universal Robots, which developed the world's first collaborative robot. Under his leadership as CEO, Universal Robots grew rapidly and was eventually acquired by Teradyne.

After the acquisition, Iversen left Universal Robots and founded OnRobot. As the CEO of OnRobot, he has led the company's growth and expansion into new markets, and the company has become a leading provider of collaborative applications for factory automation.

Iversen has won numerous awards for his contributions to the technology industry, including the Danish Entrepreneur of the Year award in 2016 and the Automation Alley's Global CEO of the Year award in 2018. He is also a frequent speaker at industry conferences and events and has been recognized as one of the most influential people in the robotics industry by Robo Business Media.



# Sales and Business Development Management Team



**THOMAS HOUDEN**  
HEAD OF BUSINESS DEVELOPMENT



**MADS SKOVSGAARD**  
GENERAL MANAGER DACH, BENELUX  
NORTH EUROPE & UK



**KRISTIAN HULGARD**  
GENERAL MANAGER AMERICAS



**JAMES TAYLOR**  
GENERAL MANAGER APAC

# Other country specific spoken people



**Contact:** Enrique Palomeque

**Area:** Spain, Portugal, Greece & MEA



**Contact:** Felix Wang

**Area:** China



**Contact:** Enrico Rigotti

**Area:** Italy, Slovenia, Bosnia, Bulgaria, Romania, Serbia



**Contact:** Albert Minseok Choi

**Area:** Korea



**Contact:** Cyril Griotier

**Area:** France



**Contact:** Takashi Suzuki

**Area:** Japan

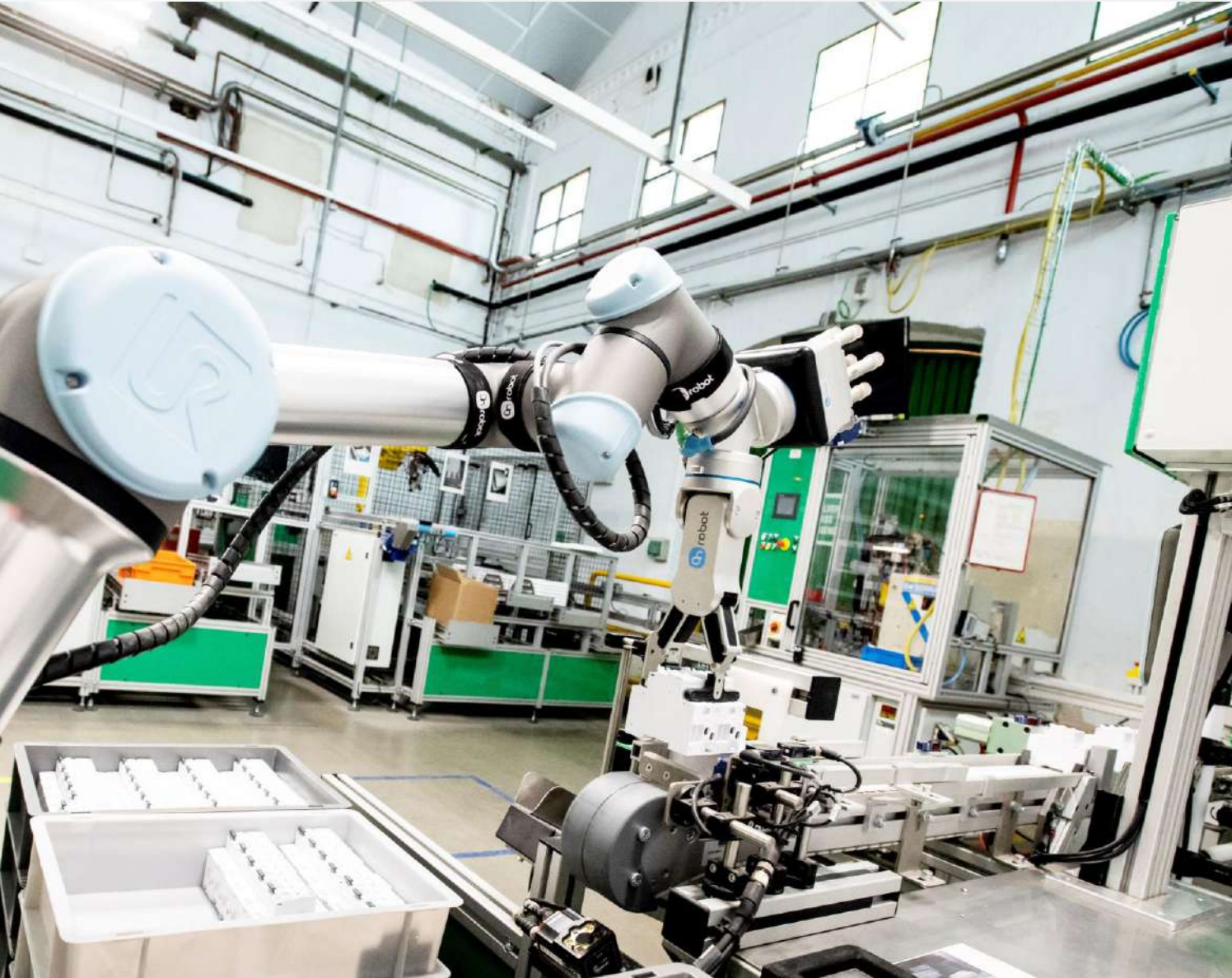


**Contact:** Niels Ole Sinkbæk Sørensen

**Area:** South & Southeast Asia & Oceania



# Success Stories



We want to provide you with fascinating content that can **capture the attention of your audience**. All our stories center around manufacturers from all sizes. Companies that had different **automation challenges, and their achievements**. Our case stories are ideal to inspire and resonate with readers or viewers.

You can use our success cases to **inform your audience** about emerging trends, technologies, and strategies in the automation industry.

# Some Stories



SCHNEIDER ELECTRICS

**Country:** Spain

**Application:** Pick and Place

**Industry:** Electric & Electronics

**OnRobot product:** Dual VGC10 & RG2 grippers

**Robot Brand:** Universal Robots



L'OREAL

**Country:** France

**Application:** Quality control

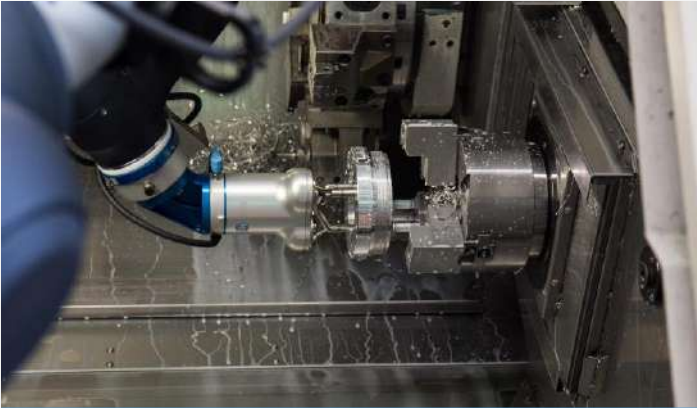
**Industry:** Cosmetics

**OnRobot product:** RG2 gripper

**Robot Brand:** Doosan



# Some Stories



WEFAG AG

**Country:** Switzerland  
**Application:** CNC Machine Tending  
**Industry:** Metal  
**OnRobot product:** 3FG7 gripper  
**Robot Brand:** Doosan



OKURA KOGYO

**Country:** Japan  
**Application:** Pick and Place  
**Industry:** Logistics  
**OnRobot product:** VGC10 gripper  
**Robot Brand:** Omron



Media contact: [aida.roso@onrobot.com](mailto:aida.roso@onrobot.com)