

# Media Kit

November 2022





# About Universal Robots

Universal Robots aims to empower change in the way work is done using its leading-edge robotics platform. Its founders introduced the world's first commercially viable collaborative robot (cobot) in 2008. Today cobots from Universal Robots are used across a wide range of industries and can be deployed across a huge variety of tasks.

The company, which is part of Teradyne Inc., is headquartered in Odense, Denmark, and has offices in the USA, Germany, France, Spain, Italy, the Czech Republic, Romania, Turkey, China, India, Japan, South Korea, Singapore and Mexico.

**Founded**

**2005**

**Headquarters**

**Odense, Denmark**

**President**

**Kim Povlsen**

**Employees**

**1000+**

**Revenue in 2021**

**311 million USD**

**Cobots sold**

**50,000+**

## Vertical markets

Metal & machining, electronics & technology, automotive & subcontractors, furniture & equipment, plastic & polymers, medical & cosmetics, food & beverage, and education & science.

## Target group

Small and medium-sized businesses (SMBs), but also big enterprises.

## UR Ecosystem

Global network of 1,100+ distributors, system integrators and UR+ developer companies.



# Key offerings

Universal Robots has developed a product portfolio with a range of reaches and payloads including the UR3e, UR5e, UR10e, UR16e and, from 2023, the UR20.



## UR+

Each cobot model is supported by a wide selection of end-effectors, software, accessories and application kits in the UR+ ecosystem. The certified products in this first-of-its-kind app store integrate seamlessly with the cobots. By combining the UR platform with the talent of the industry's largest ecosystem, UR+ provides users access to a collection of solutions and components designed for application success.

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## UR Academy

Universal Robots' certified training partners help companies to build confidence with cobots. The Academy provides free online courses, in-person and instructor-led training. Through the Academy, operators learn to program cobots for specific business needs, progressing from beginner to competent robot technician. This creates opportunities for upskilling and professional development.

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## UR in education

Universal Robots is using its leading training resources and infrastructure to help develop robotics knowledge and skills for a new generation of engineers, operators and robotics fans. Its education program for schools, colleges and universities has already been launched and warmly welcomed in several regions.

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## UR Service Offerings

Universal Robots is committed to every customer's success. It helps customers reach their goals faster with three tiers of service offerings.

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## Principal benefits



**Collaborative-  
capable safety  
functions**



**Straight-forward  
programming**



**Versatile  
deployment**



**Fast payback  
period**



**Global partner  
ecosystem**



**Localized service  
and support**



**TÜV approved**



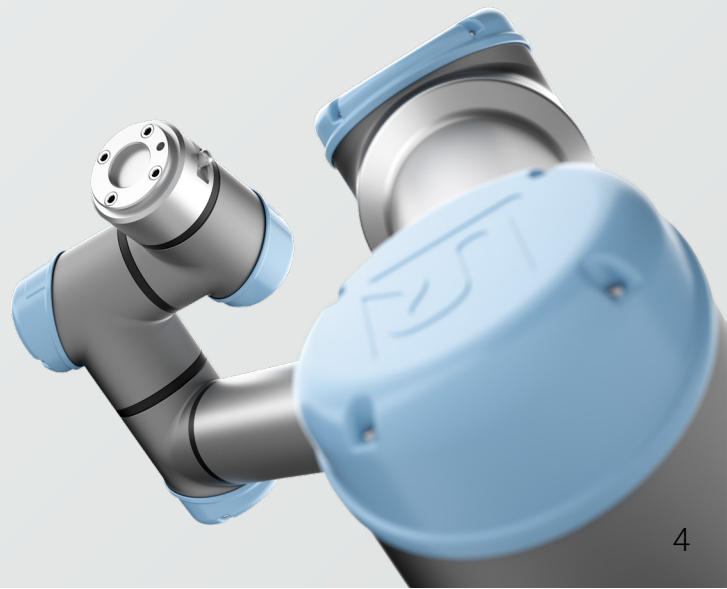
**Modern and sleek  
Danish design**



**Cutting-edge  
precision  
engineering**



**Robust and built  
to withstand a wide  
range of industrial  
environments**





## Get in touch

### For further information or interview enquiries:

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A full list of our regional offices can be found [here](#)

Please visit [www.universal-robots.com](http://www.universal-robots.com) for more information on the company.

### Media

Download multimedia [here](#)

Case studies: [www.universal-robots.com/case-stories/](http://www.universal-robots.com/case-stories/)







# Kim Povlsen

## President

Kim Povlsen joined Universal Robots in March 2021.

Kim is an entrepreneurial-minded executive, leader and strategist with a dedicated focus on end customers and their needs. He believes in designing the future through a clear vision and turning it into a stretching, but achievable strategy.

Kim is Danish and has an international background having worked in France and the U.S. He grew up in Odense where Universal Robots is headquartered but today lives with his family in the city of Aarhus, Denmark.

Before joining Universal Robots, Kim held several senior positions at Schneider Electric, among others as Vice President, Strategy, Technology & EcoStruxure Power as well as Vice President & General Manager.

He holds a Masters in Computer Science, Embedded Engineering & AI from the University of Southern Denmark which is based in Odense. In addition, he has several leadership certificates, among others Senior Executive Leadership Training, General Management & Strategy from INSEAD in France.



## The UR approach

By offering a user-friendly, affordable cobot, Universal Robots makes robot technology accessible for companies of all sizes across a wide range of industries.

**Universal Robots' vision is a world where people work with robots, not like robots.** Working alongside people, its cobots are able to take on repetitive tasks allowing people to focus on the work that humans do best.

**The company seeks to continuously redefine automation.** UR pioneered the world's first commercially viable collaborative robot, and this innovative spirit guides the company's approach to product development today.

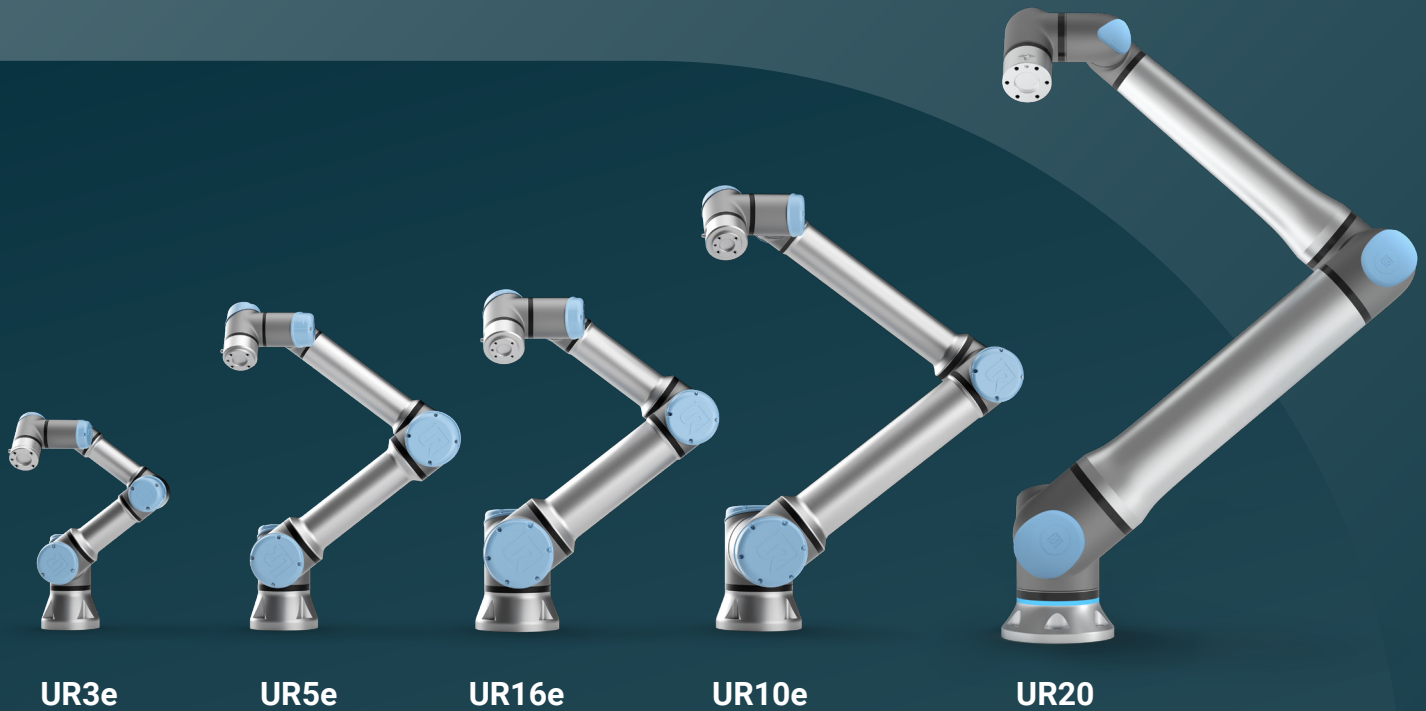
After years of refining and maturing its product line, Universal Robots combines the strength of a global company with the spirit of a start-up.

**Universal Robots is committed to every customer's success.**

Customer experience insight lies at the heart of product development – UR teams are empowered to work creatively to find solutions to customers' challenges.

**The company is founded on collaboration** across its leading-edge robotics platform. This collaboration drives the company's growth and technical innovation.





## UR cobots

Universal Robots' e-Series, first introduced in 2018, includes cobots with different payloads and reach to suit work in widely variable industrial applications.

In 2022, Universal Robots announced the addition of UR20 - the first of an innovative next generation of cobots which will complement the company's highly successful e-Series. The cobot boasts an all-new joint design and will allow for even faster cycle times as well as the ability to handle heavier loads.

**UR20** has a payload of 20 kg (44.1 lbs) and a reach of 1750 mm (68.9 in)

**UR16e** has a payload of 16 kg (35.3 lbs) and a reach of 900 mm (35.4 in)

**UR10e** has a payload of 12.5 kg (27.55 lbs) and a reach of 1300 mm (51.2 in)

**UR5e** has a payload of 5 kg (11 lbs) and a reach of 850 mm (33.5 in)

**UR3e** has a payload of 3 kg (6.5 lbs) and a reach of 500 mm (19.7 in)

Detailed product information and technical specifications relating to our cobots are available at:

[www.universal-robots.com/products/](https://www.universal-robots.com/products/)



# Sales structure

Universal Robots cobots are marketed internationally via an extensive network of more than 800 distributors and system integrators around the world.

You can find a list of distributors here:

[www.universal-robots.com/distributors/](http://www.universal-robots.com/distributors/)





# History

## 2022

Universal Robots reaches the milestone of 1,000 employees.

Universal Robots announces the UR20, a new 20kg payload cobot, which is the first of an innovative next generation of cobots.

Universal Robots opens its 100th training center.

Together with its sister company MiR, Universal Robots breaks ground for a new, state-of-the-art headquarters in Odense, Denmark. It will be the world's largest cobot and autonomous mobile robot (AMR) Hub and is expected to be completed by January 2024.

## 2018

A brand new generation of Universal Robots' cobots - called e-Series - is launched at the Automatica show in Munich. The new platform raises the standard for collaborative robots and enables even faster solution development and deployment.

Founder Esben Østergaard receives the Engelberger Award – The Nobel Prize of Robotics.

## 2021

The payload of the UR10e is increased to 12.5kg (27.55 lbs).

## 2020

Universal Robots reaches an industry milestone with over 50,000 collaborative robots installed worldwide.

## 2019

Universal Robots launches the 16kg heavy-duty UR16e which can handle high-payload tasks such as heavy material handling, heavy machine tending, packaging & palletizing.

## 2016

Universal Robots presents UR+ a unique ecosystem that adds value for the developer community, distributors and end-users.

Universal Robots Academy is launched to further raise robot literacy. It consists of free-of-charge e-learning modules that make up the basic programming training for UR cobots.



## 2015

Universal Robots launches the UR3. The new 3kg payload cobot for light assembly tasks and automated workbench scenarios is presented at trade shows in Shanghai, Chicago and Hannover.

Universal Robots is acquired by Teradyne for \$285M.

## 2014

The company moves to a new larger headquarters.

TÜV Nord certifies the safety systems of UR robots.

## 2012

Universal Robots' 10kg payload cobot, UR10, is launched. The company establishes an American subsidiary in US.

## 2011

Universal Robots enters the Asian market and establishes a local office in China.

## 2010

Universal Robots expands its business to include all of Europe.

## 2008

Universal Robots' first product, launched in 2008, was the UR5, a six-jointed articulated robot arm that revolutionized the market for industrial robots.

The first UR5 cobots are sold by distributors in Denmark and Germany.

## 2005

Universal Robots is founded by Esben Østergaard, Kasper Støy and Kristian Kassow. Their mission is to make robot technology accessible to small and medium-sized businesses by launching a lightweight robot – cobot – that is easy to install and program.

## 2003

At the University of Southern Denmark in Odense, Esben Østergaard, Kasper Støy and Kristian Kassow analyze the special requirements for cobots in the food industry. Their conclusion is that the robotics market is dominated by heavy, expensive and unwieldy robots.