

## Crown Forklift Parts

Crown Forklift Parts - The Crown company was founded in 1945 by two brothers, Allen A. Dicke and the late Carl H. Dicke. Carl's son and Chairman Emeritus, James F. Dicke, joined the family business later that same year. At present, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head at the moment, becoming the fourth generation of the Dicke family to maintain this position.

Crown in the beginning started with a small client base developing temperature controls that they manufactured for coal burning furnaces. The assembly of these control items took place in a former hardware store based in New Bremen, Ohio, where Crown's center of operations presently remain.

In 1949, responding to the public's increasing fascination with TV, Crown moved into the making of antenna rotators. This product was utilized to enhance TV reception and image quality. The company's lucrative move enabled them to become a leading producer of units until 2001. The company ceased production in October after a decline in the global demand for TV antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanical parts for government and private industry. After several successful bids within a short period of time, the company had built a highly regarded business in this field.

With such versatility and success, Crown was able to expand its production to embrace material handling equipment. Crown began the assembly of forklifts and lift vehicles in 1957. The company believed the market demanded a smaller line of first-class quality forklifts. Crown immediately created an exceptional series of modern equipment and swiftly became the most rapidly evolving materials handling organization with its assortment of products.

In 1966, Crown ventured outside of the US materials handling marketplace and into Australia. Sydney, Australia is home to the regional headquarters and at present leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering market leader these days, supported by exceptional operations, solid sales and solid production operations.

In 1968, Crown established itself in the European market by acquiring an Irish production facility from its parent company, Steinbock, who was a German firm. They began to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown began their first London operation situated nearby Heathrow Airport. The sales and service operation of Crown's complete lift truck line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing and advertising forklifts across Europe through autonomous dealers.

Crown today has a considerable network of Crown-owned and independently-owned sellers in various key international marketplaces providing a vast fleet of electric lift trucks. They are accountable for managing the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany offer national advertising and promotional sales support to all dealer and sales personnel. Both Crown sales and seller personnel are factory- trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental sellers and Crown-owned sellers successfully operate in nearly 100 foreign city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, Ohio; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Ohio; and New Bremen, Ohio. Serving their growing overseas markets, Crown has manufacturing facilities in Sydney, Australia (since 1966); Queretaro, Mexico (since 1973); Roding, Germany (since 1986); and Suzhou, China (since 2006). Crown also owns branch sales and service center operations in over 30 locations in the USA. International branch sales and service center operations include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Through its numerous client base on all sides of the world, Crown has built an outstanding reputation as a producer of progressive, safe and reliable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain recognition for innovation and top design excellence. For instance, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling professionals. Today, this design has gained widespread acceptance and earned a Design of the Decade award from the International Design Society of America. Again, more than thirty years later, the 5200S Series Reach Truck is another market original, offering the operator with many comfort options to lean, sit or stand, along with its unparalleled productivity capability.