

## Crown Forklift Parts

Crown Forklift Parts - The Crown corporation 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. Currently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President today, becoming the fourth generation of the Dicke family to uphold this position.

Crown first started with a small client base producing 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 head office currently remain.

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

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanical components for government and private market. Following numerous successful bids within a short period of time, the company had built a respectable business in this field.

Adaptability and achievement dominated Crown's capability to diversify once again. In 1957, production into the materials handling industry started with lift truck manufacturing. The company believed the market required a smaller line of superior quality forklifts. Crown immediately fashioned an exceptional range of modern equipment and swiftly became the most rapidly evolving material handling company with its variety 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 presently leads Crown's Asia Pacific service, sales and marketing and advertising teams. Crown remains an unwavering market leader today, supported by exceptional operations, solid sales and solid production operations.

In 1968, Crown established itself in the European market by purchasing an Irish production plant from its parent company, Steinbock, who was a German firm. They began to manufacture Crown's (PTH), hand pallet trucks. Later that same year, Crown began their first London operation stationed close by Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was offered in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing lift trucks across Europe through autonomous sellers.

Crown at the moment has a sizable network of Crown-owned and independently-owned dealers in many key global markets delivering a huge fleet of electric forklifts. They are accountable for handling the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Ohio, which offer promotional sales and national advertising support to all of their dealers and sales personnel. Crown dealers and sales personnel are trained in-house in numerous disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of intercontinental dealers and Crown-owned dealers effectively 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 production 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 more than 30 locations in the USA. International branch sales and service center operations consist of 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 excellent reputation as a maker of forward-thinking, safe and reliable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain credit for innovation and top design excellence. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling specialists. Today, this design has gained general acceptance and earned a Design of the Decade award from the International Design Society of America. Once again, more than thirty years later, the 5200S Series Reach Truck is another industry first, offering the operator with multiple comfort alternatives to lean, sit or stand, along with its unmatched output capacity.