

## 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 company later that same year. At this time, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head today, becoming the fourth generation of the Dicke descendants to continue this position.

Crown in the beginning began with a small client base producing temperature controls that they manufactured for coal burning furnaces. The production of these control units took place in a former hardware store stationed in New Bremen, Ohio, where Crown's head office currently remain.

By the year 1949, Crown moved into the making of rotators for antenna due the greater fascination with televisions at the time. The product was proficient at improving the picture and signal quality. The company's successful move enabled them to become a leading manufacturer 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 production and repair of electronic and mechanized machinery for government and private industry. After numerous profitable bids within a short period of time, the company had developed a highly regarded business in this field.

Flexibility and achievement dominated Crown's ability to diversify once again. In 1957, production into the material handling market started with forklift manufacturing. The company believed the industry needed a smaller line of top-quality quality lift trucks. Crown quickly produced an exceptional series of progressive equipment and swiftly became the most rapidly evolving material handling company with its assortment of merchandise.

In 1966, Crown ventured outside of the US material handling market and into Australia. Sydney, Australia is home to the regional headquarters and currently leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering market leader today, supported by exceptional service, solid sales and strong production operations.

In 1968, Crown established itself in the European marketplace by purchasing an Irish production plant from its parent company, Steinbock, who was a German firm. They started to manufacture Crowns' (PTH), hand pallet trucks. Later that same year, Crown started their first London operation stationed nearby Heathrow Airport. The sales and service operation of Crown's comprehensive 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 lift trucks across Europe through autonomous sellers.

Crown at present has a large network of Crown-owned and independently-owned dealers in many key international markets offering a vast fleet of electric forklifts. They are accountable for managing the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany offer nationwide advertising and promotional sales support to all dealer and sales personnel. Both Crown sales and supplier personnel are factory-trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of international sellers and Crown-owned dealers effectively operate in nearly 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Ohio; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Ohio; and New Bremen, Ohio. Serving their growing foreign 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 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.

Crown has earned a profitable status as a consistent, safe and forward-thinking organization by happy clients worldwide. The company has earned over 50 distinguished design awards and the Crown products continue to attain recognition for top design excellence and innovation. For example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling experts. Today, this design has gained popular 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 industry first, providing the operator with multiple comfort options to lean, sit or stand, along with its unparalleled productivity capacity.