

## 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 on that same year. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head these days, becoming the fourth generation of the Dicke family to uphold this position.

Crown first started with a small client base developing temperature controls that they manufactured for coal burning furnaces. The production of these control items took place in a former hardware store located in New Bremen, Ohio, where Crown's head office presently remain.

In 1949, responding to the public's mounting fascination with TV, Crown shifted into the manufacture of antenna rotators. This product was utilized to improve TV reception and image quality. The company's lucrative move enabled them to become a leading maker of units until 2001. The company ceased production in October after a decline in the worldwide demand for TV antenna rotators.

Crown before long diversified its production to bring in the restoration of mechanical and electrical parts for private and government use in the early 1950's. After several profitable bids within a short period of time, the company had built a highly regarded business in this field.

With such flexibility and success, Crown was able to expand its production to incorporate materials handling equipment. Crown began the assembly of forklifts and lift trucks in 1957. The organization believed the industry demanded a smaller line of first-class quality forklifts. Crown promptly fashioned an exceptional range of contemporary equipment and swiftly evolved into the most rapidly evolving materials handling organization with its assortment of products.

By 1966, Crown had ventured into the international material handling markets by opening up shop in Sydney, Australia. Sydney is at this time a regional head office for Crown for all Pacific Asian sales, marketing and advertising, and services. Crown remains an unwavering market leader these days, supported by exceptional service, solid sales and strong manufacturing operations.

In 1968, Crown established itself in the European marketplace by obtaining an Irish manufacturing facility from its parent company, Steinbock, who was a German firm. They began to manufacture Crown's (PTH), hand pallet trucks. Later on that same year, Crown started their first London operation stationed nearby Heathrow Airport. The sales and service operation of Crown's complete lift truck 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 independent sellers.

These days, Crown manufactures an enormous fleet of electric lift trucks. The company's supplier network, based in key international markets, consists of both Crown-owned and independently-owned sellers. They are accountable for handling the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany offer national marketing and promotional sales support to all supplier and sales personnel. Both Crown sales and dealer personnel are factory-trained in all disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental dealers and Crown-owned dealers effectively operate in almost 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 expanding 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 include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Crown has earned a successful reputation as a consistent, safe and progressive company by fulfilled consumers worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design superiority and innovation. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling professionals. Today, this design has acquired 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 first, offering the operator with several comfort options to lean, sit or stand, along with its unmatched output capacity.