

## Crown Forklift Parts

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown company in 1945. Carl's son, James F. Dicke joined the family company later on that 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 maintain this position.

Crown first 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 based in New Bremen, Ohio, where Crown's head office currently remain.

In 1949, responding to the public's mounting interest in television, Crown moved into the manufacture of antenna rotators. This product was used to improve TV reception and picture quality. The company's profitable 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.

Crown before long diversified its production to incorporate the restoration of mechanical and electrical components for private and government use in the early 1950's. After a number of successful bids inside a brief period of time, the company had built a highly regarded business in this field.

Versatility and success dominated Crown's ability to diversify once again. In 1957, production into the materials handling industry began with forklift manufacturing. The company believed the market demanded a smaller line of first-class quality lift trucks. Crown promptly created an exceptional series of modern equipment and swiftly became the most rapidly evolving materials handling organization with its variety of products.

In 1966, Crown ventured outside of the US material handling marketplace and into Australia. Sydney, Australia is home to the regional head office and presently leads Crown's Asia Pacific service, sales and marketing teams. 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 production plant from its parent company, Steinbock, who was a German firm. They started to manufacture Crown's (PTH), hand pallet trucks. Later on that same year, Crown started their first London operation situated near Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was offered 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 dealers.

Crown at the moment has a considerable network of Crown-owned and independently-owned sellers in many key international markets providing a huge fleet of electric forklifts. They are responsible for handling 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 supplier and sales personnel. Both Crown sales and seller 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, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of global dealers and Crown-owned sellers successfully operate in nearly 100 overseas city environments.

The 6 USA production locations for Crown consist of New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, making lift trucks in Sydney, Australia ever 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 successful status as a reliable, safe and progressive company by fulfilled customers worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design brilliance and innovation. For example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling experts. Today, this design has acquired widespread 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 market first, providing the operator with multiple comfort alternatives to lean, sit or stand, along with its unequaled output capacity.