

## 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 that 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 maintain this position.

Now an globally diversified company, Crown originally created temperature controls for coal burning furnaces, servicing a small client base. The production of these control units 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 interest in TV, Crown shifted into the manufacture of antenna rotators. This product was used to improve television reception and picture quality. The company's profitable move enabled them to become a leading maker of units until 2001. The company ceased production in October after a decline in the worldwide need for television antenna rotators.

Crown soon diversified its production to take in the restoration of mechanized and electrical parts for private and government use in the early 1950's. After numerous successful bids inside a brief period of time, the company had built a reputable business in this field.

With such versatility and achievement, Crown was able to diversify its production to incorporate materials handling equipment. Crown started the manufacture of forklifts and lift vehicles in 1957. The organization believed the industry needed a smaller line of superior quality lift trucks. Crown immediately fashioned an exceptional series of progressive equipment and swiftly evolved into the most rapidly evolving material handling company with its collection of merchandise.

In 1966, Crown ventured outside of the US materials handling marketplace and into Australia. Sydney, Australia is home to the regional center of operations and currently leads Crown's Asia Pacific service, sales and advertising and marketing 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 acquiring an Irish manufacturing 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 located close by Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was available 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 sellers.

Crown at the moment has a sizable network of Crown-owned and independently-owned sellers in many key worldwide marketplaces delivering a vast fleet of electric lift trucks. They are responsible for handling the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Ohio, which offer promotional sales and national marketing support to all of their dealers and sales personnel. Crown sellers and sales personnel are trained in-house in various disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of global dealers and Crown-owned dealers effectively operate in almost 100 overseas 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 expanding 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 over 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 reputation as a dependable, trustworthy and forward-thinking organization by satisfied consumers worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design superiority and modernization. For instance, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling specialists. 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 original, providing the operator with several comfort alternatives to lean, sit or stand, along with its unmatched output capacity.