

## Crown Forklift Parts

Crown Forklift Parts - The Crown company 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. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President at the moment, becoming the fourth generation of the Dicke family to maintain this position.

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

In 1949, responding to the public's growing fascination with TV, Crown shifted into the production of antenna rotators. This product was utilized to improve TV reception and picture quality. The company's profitable move allowed them to become a leading maker of units until 2001. The company ceased production in October after a decline in the global demand for television antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanized components for government and private industry. Following several profitable bids inside a brief period of time, the company had built a highly regarded business in this field.

With such versatility and achievement, Crown was able to diversify its production to incorporate material handling equipment. Crown started production of forklifts and lift vehicles in 1957. The organization believed the industry demanded a smaller line of first-class quality forklifts. Crown immediately produced an exceptional series of modern equipment and swiftly grew to be the most rapidly evolving materials handling organization with its collection of products.

By 1966, Crown had ventured into the overseas materials handling markets by opening up shop in Sydney, Australia. Sydney is now a regional head office for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader today, supported by exceptional service, solid sales and solid production operations.

Two years later, Crown had moved into the European markets by buying up an Irish production plant from a German Company, Steinbock. There they started to build PTH hand pallet trucks. Later on that same year, Crown began their first London operation situated close by Heathrow Airport. The sales and service operation of Crown's complete lift truck line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began advertising and marketing lift trucks across Europe through autonomous sellers.

Crown today has a sizable network of Crown-owned and independently-owned dealers in many key global markets providing a vast 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 provide nationwide advertising and promotional sales support to all seller and sales personnel. Both Crown sales and supplier personnel are factory- trained in all disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international dealers and Crown-owned dealers effectively operate in nearly 100 foreign city environments.

The 6 USA production locations for Crown include New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, making forklifts 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 around the world, Crown has built an excellent reputation as a manufacturer of progressive, safe and dependable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain credit for modernization and top design excellence. For instance, 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 general 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 alternatives to lean, sit or stand, along with its unmatched productivity capacity.