

## Crown Forklift Parts

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown corporation 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 President at the moment, becoming the fourth generation of the Dicke descendants to maintain this position.

Now an globally diversified company, Crown originally manufactured temperature controls for coal burning furnaces, servicing a small client base. The assembly 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 television, Crown moved into the production of antenna rotators. This product was utilized to enhance TV reception and picture quality. The company's successful 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 TV antenna rotators.

In the early 1950's Crown diversified into the production and restoration of electronic and mechanical components for government and private market. Following numerous profitable bids inside a short period of time, the company had developed a highly regarded business in this field.

With such flexibility and success, Crown was able to expand its production to embrace material 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 quickly fashioned an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving material handling organization with its assortment of products.

In 1966, Crown ventured outside of the US materials handling market and into Australia. Sydney, Australia is home to the regional center of operations and at present leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering industry 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 production facility from its parent company, Steinbock, who was a German firm. They started to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown began their first London operation located nearby Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began advertising and marketing forklifts across Europe through independent dealers.

Currently, Crown manufactures a massive fleet of electric forklifts. The company's dealer network, based in key international markets, consists of both Crown-owned and independently-owned dealers. They are responsible for managing 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 dealer 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 provides 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 successfully operate in almost 100 foreign city environments.

The 6 USA manufacturing locations for Crown include New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, building forklifts 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 over 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 reliable, safe and progressive organization by contented clients worldwide. The company has earned over 50 distinguished design awards and the Crown products continue to attain recognition for top design brilliance and innovation. To provide an example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling experts. Today, this design has acquired common 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, offering the operator with multiple comfort options to lean, sit or stand, along with its unmatched productivity capability.