

## Crown Forklift Parts

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

Now an globally diversified company, Crown first designed 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 headquarters currently remain.

In 1949, responding to the public's mounting appeal of the television, Crown shifted into the making of antenna rotators. This product was used to improve television reception and picture quality. The company's lucrative move allowed them to become a leading manufacturer 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 repair of electronic and mechanized parts for government and private market. After a number of lucrative bids within a short period of time, the company had developed a respectable business in this field.

Adaptability and success dominated Crown's ability to diversify once again. In 1957, production into the material handling industry started with forklift manufacturing. The organization believed the industry demanded a smaller line of top-quality quality lift trucks. Crown immediately fashioned an exceptional range of progressive equipment and swiftly became the most rapidly evolving materials handling company with its collection of merchandise.

By 1966, Crown had ventured into the international materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is at the moment a regional headquarters for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader these days, supported by exceptional service, solid sales and strong production operations.

In 1968, Crown established itself in the European market 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 began their first London operation situated near 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 marketing and advertising forklifts across Europe through autonomous dealers.

Today, Crown manufactures a massive fleet of electric lift trucks. The company's supplier network, located in key international markets, consists of both Crown-owned and independently-owned sellers. They are responsible for managing the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Ohio, which offer promotional sales and nationwide marketing support to all of their sellers and sales personnel. Crown sellers and sales personnel are trained in-house in numerous disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing and advertising, 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 nearly 100 overseas 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, 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 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 reputation as a dependable, trustworthy and forward-thinking company by happy 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 launch of the side-stance design proved exciting and unparalleled by materials handling professionals. 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 original, offering the operator with many comfort options to lean, sit or stand, along with its unequaled output capacity.