

## Crown Forklift Parts

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown company in 1945. Carl's son, James F. Dicke joined the family business 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 these days, becoming the fourth generation of the Dicke descendants to maintain this position.

Now an internationally diversified company, Crown first built 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 head office currently remain.

By the year 1949, Crown moved into the making of rotators for antenna due the greater interest in televisions at the time. The product was proficient at improving the image and reception 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 global demand for television antenna rotators.

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanical machinery for government and private market. Following a number of lucrative bids inside a short period of time, the company had built a highly regarded business in this field.

Flexibility and achievement dominated Crown's capability to diversify once again. In 1957, production into the material handling industry started with forklift production. The company believed the industry demanded a smaller line of top-quality quality forklifts. Crown quickly created an exceptional range of progressive equipment and swiftly grew to be the most rapidly evolving materials handling organization with its collection of merchandise.

By 1966, Crown had ventured into the overseas material handling markets by opening up shop in Sydney, Australia. Sydney is at this time a regional center of operations for Crown for all Pacific Asian sales, marketing, and services. Crown remains an unwavering industry leader these days, supported by exceptional service, solid sales and solid production operations.

In 1968, Crown established itself in the European marketplace by obtaining an Irish manufacturing 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 started their first London operation situated nearby Heathrow Airport. The sales and service operation of Crown's complete 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.

These days, Crown manufactures a vast fleet of electric forklifts. The company's supplier network, stationed in key international markets, consists of both Crown-owned and independently-owned sellers. They are responsible for handling the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Ohio, which provide promotional sales and nationwide marketing support to all of their sellers and sales personnel. Crown sellers and sales personnel are trained in-house in various disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned sellers effectively 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, 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 include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Through its numerous client's on all sides of the world, Crown has built an outstanding reputation as a maker of forward-thinking, safe and reliable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain credit for innovation and top design excellence. To provide an example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials 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, offering the operator with multiple comfort choices to lean, sit or stand, along with its unmatched output capacity.