

## Crown Forklift Parts

Crown Forklift Parts - The Crown corporation 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 business later that same year. At present, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head at the moment, becoming the fourth generation of the Dicke family to uphold this position.

Crown first started with a small client base producing temperature controls that they manufactured for coal burning furnaces. The production of these control items took place in a former hardware store stationed in New Bremen, Ohio, where Crown's head office currently remain.

By the year 1949, Crown shifted into the making of rotators for antenna due the greater interest in televisions at the time. The product was proficient at improving the picture and signal quality. The company's successful move allowed them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global need 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. Following several lucrative bids within a brief period of time, the company had built a reputable business in this field.

Versatility and success dominated Crown's capability to diversify once again. In 1957, production into the material handling market began with lift truck manufacturing. The company believed the market needed a smaller line of first-class quality lift trucks. Crown promptly produced an exceptional range of modern 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 headquarters and currently leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering industry leader today, supported by exceptional service, solid sales and solid manufacturing operations.

In 1968, Crown established itself in the European market by acquiring 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 close by Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was available in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing and advertising lift trucks across Europe through independent dealers.

Crown at present has a considerable network of Crown-owned and independently-owned sellers in various key global markets delivering a huge fleet of electric lift trucks. 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 offer promotional sales and national advertising support to all of their dealers and sales personnel. Crown dealers 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 delivers purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of global dealers and Crown-owned dealers successfully operate in nearly 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that include: 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.

Through its numerous client base around the world, Crown has built an excellent 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 recognition for innovation and top design excellence. For example, 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 popular 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, offering the operator with many comfort alternatives to lean, sit or stand, along with its unequalled output capability.