

## 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 on 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 uphold this position.

Now an internationally diversified company, Crown originally designed temperature controls for coal burning furnaces, servicing a small client base. The production of these control units took place in a former hardware store located in New Bremen, Ohio, where Crown's headquarters presently 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 able to improve 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 demand for television antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanized parts for government and private industry. After a number of successful bids within a brief period of time, the company had built a highly regarded business in this field.

With such versatility and success, Crown was able to diversify its production to embrace material handling equipment. Crown began the manufacture of forklifts and lift trucks in 1957. The company believed the market demanded a smaller line of superior quality lift trucks. Crown quickly fashioned an exceptional series of progressive equipment and swiftly evolved into the most rapidly evolving materials handling company with its range of merchandise.

In 1966, Crown ventured outside of the US materials handling market and into Australia. Sydney, Australia is home to the regional head office and currently leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering market leader today, supported by exceptional service, solid sales and strong manufacturing 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 began to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown started their first London operation located nearby 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 forklifts across Europe through independent dealers.

Crown these days has a huge network of Crown-owned and independently-owned dealers in many key international marketplaces delivering a huge fleet of electric forklifts. They are accountable 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 sellers and sales personnel. Crown dealers 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 delivers purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned dealers effectively operate in almost 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 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 profitable reputation as a reliable, safe and forward-thinking organization by satisfied consumers worldwide. The company has earned over 50 distinguished design awards and the Crown goods continue to attain recognition for top design excellence and modernization. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling professionals. 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 industry original, offering the operator with several comfort choices to lean, sit or stand, along with its unmatched productivity capacity.