

## 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. At present, 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 maintain this position.

Crown in the beginning 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 headquarters presently remain.

In 1949, responding to the public's growing fascination with TV, Crown shifted into the assembly of antenna rotators. This product was utilized to enhance TV reception and picture 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 need for television antenna rotators.

Crown before long diversified its manufacturing to incorporate the repair of mechanized and electrical components for private and government use in the early 1950's. After numerous successful bids within a short period of time, the company had built a reputable business in this field.

Versatility and achievement dominated Crown's capability to diversify once again. In 1957, production into the material handling industry began with forklift manufacturing. The company believed the market demanded a smaller line of top-quality quality forklifts. Crown immediately created an exceptional series of modern equipment and swiftly became the most rapidly evolving materials handling organization with its assortment of merchandise.

By 1966, Crown had ventured into the foreign materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is now a regional headquarters for Crown for all Pacific Asian sales, marketing, and services. Crown remains an unwavering market leader today, supported by exceptional service, solid sales and solid manufacturing operations.

In 1968, Crown established itself in the European marketplace by purchasing an Irish manufacturing facility from its parent company, Steinbock, who was a German firm. They started to manufacture Crown's (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 forklift line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing lift trucks across Europe through autonomous sellers.

Today, Crown manufactures an enormous fleet of electric forklifts. The company's vendor network, based in key international markets, consists of both Crown-owned and independently-owned dealers. They are accountable for handling the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany offer nationwide marketing and promotional sales support to all supplier and sales personnel. Both Crown sales and supplier personnel are factory-trained in all disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of global dealers and Crown-owned sellers effectively 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, producing 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 include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Through its numerous client base on all sides of the world, Crown has built an first-rate reputation as a manufacturer of forward-thinking, safe and dependable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit for modernization and top design excellence. For example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material 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 original, providing the operator with multiple comfort options to lean, sit or stand, along with its unparalleled output capability.