

## Crown Forklift Part

Crown Forklift Parts - The Crown company 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 company later on that same 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 first began with a small client base developing temperature controls that they manufactured for coal burning furnaces. The production of these control units took place in a former hardware store based in New Bremen, Ohio, where Crown's center of operations presently remain.

In 1949, responding to the public's growing fascination with TV, Crown moved into the making 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 manufacturer of units until 2001. The company ceased production in October after a decline in the global demand for TV antenna rotators.

Crown before long diversified its manufacturing to take in the repair of mechanical and electrical components for private and government use in the early 1950's. After a number of profitable bids within a brief period of time, the company had developed a highly regarded business in this field.

With such flexibility and success, Crown was able to diversify its production to embrace material handling equipment. Crown started the manufacture of forklifts and lift trucks in 1957. The company believed the industry required a smaller line of first-class quality lift trucks. Crown immediately created an exceptional range of modern equipment and swiftly grew to be the most rapidly evolving material handling organization with its variety of products.

In 1966, Crown ventured outside of the US material handling marketplace and into Australia. Sydney, Australia is home to the regional center of operations and currently leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering market leader today, supported by exceptional operations, solid sales and strong production operations.

In 1968, Crown established itself in the European market by obtaining an Irish production plant 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 began their first London operation stationed 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 marketing and advertising forklifts across Europe through independent sellers.

Nowadays, Crown manufactures a huge fleet of electric forklifts. The company's supplier network, located in key global 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 national marketing and promotional sales support to all seller and sales personnel. Both Crown sales and dealer personnel are factory-trained in all disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of international sellers and Crown-owned sellers effectively operate in nearly 100 foreign city environments.

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

Through its numerous client base on all sides of the world, Crown has built an first-rate reputation as a maker of progressive, safe and reliable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit for innovation and top design excellence. For instance, 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 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 first, offering the operator with many comfort choices to lean, sit or stand, along with its unmatched productivity capability.