

## Crown Forklift Parts

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown corporation in 1945. Carl's son, James F. Dicke joined the family company later that year. At this time, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President these days, becoming the fourth generation of the Dicke family to uphold this position.

Now an globally diversified corporation, Crown initially 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 based in New Bremen, Ohio, where Crown's head office currently remain.

In 1949, responding to the public's rising fascination with television, Crown moved into the production of antenna rotators. This product was utilized to enhance television reception and picture quality. The company's lucrative move enabled them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global need for television antenna rotators.

Crown soon diversified its production to bring in the repair of mechanical and electrical components for private and government use in the early 1950's. Following several profitable bids within a short period of time, the company had built a reputable business in this field.

Flexibility and achievement dominated Crown's ability to diversify once again. In 1957, production into the materials handling market began with forklift production. The company believed the industry demanded a smaller line of first-class quality forklifts. Crown quickly fashioned an exceptional range of contemporary equipment and swiftly became the most rapidly evolving materials handling company with its range of products.

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 advertising and marketing teams. Crown remains an unwavering industry leader these days, supported by exceptional operations, solid sales and solid production operations.

Two years later, Crown had moved into the European markets by buying up an Irish production facility from a German Company, Steinbock. There they began to assemble PTH hand pallet trucks. Later that same year, Crown began their first London operation situated nearby Heathrow Airport. The sales and service operation of Crown's complete forklift 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 autonomous dealers.

Currently, Crown manufactures a massive fleet of electric forklifts. The company's vendor network, based in key global markets, consists of both Crown-owned and independently-owned dealers. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany offer nationwide advertising and promotional sales support to all supplier and sales personnel. Both Crown sales and dealer personnel are factory- trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental sellers and Crown-owned sellers effectively operate in nearly 100 foreign 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 include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Crown has earned a profitable status as a reliable, trustworthy and forward-thinking organization by satisfied clients worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design superiority and modernization. To provide an 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 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 industry first, providing the operator with multiple comfort alternatives to lean, sit or stand, along with its unmatched output capability.