

## Crown Forklift Parts

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

Crown first began with a small clientele 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 headquarters currently remain.

By the year 1949, Crown moved into the production 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 producer of units until 2001. The company ceased production in October after a decline in the worldwide demand 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 industry. Following numerous profitable bids inside a short period of time, the company had built a reputable business in this field.

Adaptability and achievement dominated Crown's ability to diversify once again. In 1957, production into the material handling market started with lift truck manufacturing. The company believed the market required a smaller line of superior quality forklifts. Crown promptly produced an exceptional series of contemporary equipment and swiftly grew to be the most rapidly evolving materials handling company with its collection of products.

By 1966, Crown had ventured into the international materials handling markets by opening up shop in Sydney, Australia. Sydney is currently a regional headquarters for Crown for all Pacific Asian sales, marketing, and services. Crown remains an unwavering market leader these days, supported by exceptional operations, solid sales and strong 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 construct PTH hand pallet trucks. Later on 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 accessible 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.

These days, Crown manufactures a vast fleet of electric lift trucks. The company's dealer network, located in key international 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 provide nationwide marketing and promotional sales support to all supplier and sales personnel. Both Crown sales and seller 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, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of intercontinental sellers and Crown-owned sellers effectively operate in almost 100 overseas city environments.

The 6 USA production locations for Crown consist of New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, making lift trucks 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 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 progressive organization by contented clients worldwide. The company has earned over 50 distinguished design awards and the Crown goods continue to attain recognition for top design excellence and innovation. To provide an example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has gained 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 first, offering the operator with multiple comfort alternatives to lean, sit or stand, along with its unmatched productivity capability.