

## Crown Forklift Part

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown business in 1945. Carl's son, James F. Dicke joined the family business later that year. Currently, 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 maintain this position.

Now an internationally diversified company, Crown initially built temperature controls for coal burning furnaces, servicing a small client base. The production of these control items took place in a former hardware store stationed in New Bremen, Ohio, where Crown's head office currently remain.

By the year 1949, Crown moved into the making of rotators for antenna due the greater interest in televisions at the time. The product was able to improve the image and signal quality. The company's lucrative move allowed them to become a leading maker of units until 2001. The company ceased production in October after a decline in the global need for television antenna rotators.

In the early 1950's Crown diversified into the production and restoration of electronic and mechanical machinery for government and private industry. After several profitable bids inside a short period of time, the company had built a highly regarded business in this field.

With such adaptability and success, Crown was able to diversify its production to embrace materials handling equipment. Crown started the manufacture of forklifts and lift trucks in 1957. The organization believed the industry required a smaller line of top-quality quality lift trucks. Crown quickly fashioned an exceptional series of progressive equipment and swiftly evolved into the most rapidly evolving materials handling organization with its variety of merchandise.

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

In 1968, Crown established itself in the European market by acquiring 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 near 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 independent sellers.

Crown today has a large network of Crown-owned and independently-owned sellers in various key international markets delivering a huge fleet of electric forklifts. They are responsible 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 nationwide marketing support to all of their dealers and sales personnel. Crown sellers and sales personnel are trained in-house in many disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and delivers 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 successfully operate in nearly 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 globally, 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 successful status as a dependable, trustworthy and forward-thinking organization by happy customers worldwide. The company has earned over 50 distinguished design awards and the Crown goods continue to attain recognition for top design superiority and modernization. For instance, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling specialists. Today, this design has acquired common 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 market original, offering the operator with multiple comfort alternatives to lean, sit or stand, along with its unequalled output capacity.