

## 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 business later on that same year. Presently, 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 family to uphold this position.

Now an globally diversified corporation, Crown originally fabricated temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control items took place in a former hardware store based in New Bremen, Ohio, where Crown's headquarters presently remain.

In 1949, responding to the public's mounting fascination with TV, Crown moved into the making of antenna rotators. This product was utilized to improve TV reception and image quality. The company's profitable move allowed them to become a leading maker 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 production to include the restoration of mechanical and electrical parts for private and government use in the early 1950's. Following several lucrative bids inside a short period of time, the company had developed a highly regarded business in this field.

Versatility 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 industry demanded a smaller line of top-quality quality forklifts. Crown promptly created an exceptional range of progressive equipment and swiftly evolved into the most rapidly evolving materials handling company 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 currently a regional headquarters for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader today, supported by exceptional service, solid sales and strong production operations.

In 1968, Crown established itself in the European marketplace by acquiring an Irish production plant from its parent company, Steinbock, who was a German firm. They started to manufacture Crown's (PTH), hand pallet trucks. Later that same year, Crown began their first London operation stationed nearby Heathrow Airport. The sales and service operation of Crown's complete lift truck line was offered in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing forklifts across Europe through independent sellers.

Crown at the moment has a considerable network of Crown-owned and independently-owned dealers in many key international marketplaces providing a huge fleet of electric lift trucks. They are responsible for handling the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Ohio, which offer promotional sales and national marketing support to all of their dealers and sales personnel. Crown dealers and sales personnel are trained in-house in many 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 family of global dealers and Crown-owned dealers 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 forklifts 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 over 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 successful status as a consistent, safe and forward-thinking company by fulfilled customers worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design brilliance and modernization. Just to illustrate, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling specialists. 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 market first, providing the operator with several comfort choices to lean, sit or stand, along with its unequalled output capability.