

## Crown Forklift Part

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

Crown initially began with a small clientèle producing temperature controls that they manufactured for coal burning furnaces. The production of these control items took place in a former hardware store stationed in New Bremen, Ohio, where Crown's head office presently remain.

By the year 1949, Crown shifted into the construction of rotators for antenna due the greater fascination with televisions at the time. The product was able to improve the image and reception quality. The company's lucrative move enabled them to become a leading producer of units until 2001. The company ceased production in October after a decline in the global demand for television antenna rotators.

Crown soon diversified its manufacturing to incorporate the repair of mechanized and electrical parts for private and government use in the early 1950's. Following numerous profitable bids inside a short period of time, the company had built a respectable business in this field.

Flexibility and success dominated Crown's ability to diversify once again. In 1957, production into the materials handling industry started with forklift manufacturing. The organization believed the market required a smaller line of superior quality lift trucks. Crown quickly fashioned an exceptional range of progressive equipment and swiftly became the most rapidly evolving materials handling organization with its variety of merchandise.

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

In 1968, Crown established itself in the European market by purchasing an Irish production facility from its parent company, Steinbock, who was a German firm. They started to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown started their first London operation situated near 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 advertising and marketing lift trucks across Europe through independent sellers.

Crown these days has a huge network of Crown-owned and independently-owned dealers in many key international marketplaces delivering a huge fleet of electric forklifts. They are responsible for managing the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Ohio, which provide promotional sales and nationwide advertising 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 sellers and Crown-owned dealers effectively operate in almost 100 foreign city environments.

The 6 USA manufacturing locations for Crown include New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, producing lift trucks 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.

Through its numerous clientèle around the world, Crown has built an excellent reputation as a maker of forward-thinking, safe and dependable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain recognition for modernization and top design excellence. Just to illustrate, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material 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 industry first, providing the operator with several comfort choices to lean, sit or stand, along with its unmatched output capability.