

## Crown Forklift Part

Crown Forklift Parts - The Crown corporation 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 company 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 these days, becoming the fourth generation of the Dicke descendants to uphold this position.

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

In 1949, responding to the public's growing appeal of the TV, Crown shifted into the making of antenna rotators. This product was used to improve TV reception and picture quality. The company's profitable move allowed them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global demand for TV antenna rotators.

Crown soon diversified its production to incorporate the restoration of mechanical and electrical parts for private and government use in the early 1950's. After a number of successful bids within a short period of time, the company had developed a highly regarded business in this field.

Versatility and success dominated Crown's capability to diversify once again. In 1957, production into the material handling industry started with lift truck production. The company believed the industry needed a smaller line of superior quality forklifts. Crown quickly produced an exceptional series of contemporary equipment and swiftly became the most rapidly evolving material handling organization with its variety of products.

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

In 1968, Crown established itself in the European marketplace 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 began their first London operation stationed close by Heathrow Airport. The sales and service operation of Crown's complete lift truck line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing and advertising forklifts across Europe through independent sellers.

Crown these days has a sizable network of Crown-owned and independently-owned dealers in many key international marketplaces offering a huge fleet of electric forklifts. They are accountable 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 national advertising support to all of their dealers and sales personnel. Crown dealers 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 dealers and Crown-owned dealers successfully operate in almost 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, Ohio; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Ohio; and New Bremen, Ohio. Serving their expanding overseas markets, Crown has production 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 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 reliable, trustworthy and progressive company by satisfied consumers worldwide. The company has earned over 50 distinguished design awards and the Crown products continue to attain recognition for top design excellence and innovation. For instance, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling professionals. Today, this design has acquired 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, offering the operator with many comfort options to lean, sit or stand, along with its unequalled output capability.