

## 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 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 descendants to uphold this position.

Now an internationally diversified organization, Crown originally created temperature controls for coal burning furnaces, servicing a small client base. The assembly 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 making of rotators for antenna due the increased interest in televisions at the time. The product was able to improve the picture and signal 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 soon diversified its manufacturing to take in the repair of mechanical and electrical parts for private and government use in the early 1950's. After several lucrative bids within a brief period of time, the company had developed a respectable business in this field.

Adaptability and success dominated Crown's ability to diversify once again. In 1957, production into the material handling market began with lift truck production. The company believed the market demanded a smaller line of first-class quality forklifts. Crown promptly produced an exceptional series of modern equipment and swiftly grew to be 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 industry leader today, supported by exceptional operations, solid sales and solid manufacturing operations.

In 1968, Crown established itself in the European marketplace by obtaining an Irish production facility from its parent company, Steinbock, who was a German firm. They began to manufacture Crown's (PTH), hand pallet trucks. Later on that same year, Crown started their first London operation stationed close by Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was available in the UK by the end of the decade. In the early 1970's, Crown expanded and began advertising and marketing forklifts across Europe through autonomous sellers.

Crown these days has a considerable network of Crown-owned and independently-owned dealers in various key worldwide markets delivering a huge fleet of electric forklifts. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany provide nationwide advertising and promotional sales support to all seller and sales personnel. Both Crown sales and supplier personnel are factory-trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of intercontinental sellers 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 growing foreign markets, Crown has manufacturing 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.

Through its numerous client base on all sides of the world, Crown has built an first-rate reputation as a producer of progressive, safe and reliable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit for modernization and top design excellence. To provide an example, 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 general 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 first, offering the operator with many comfort alternatives to lean, sit or stand, along with its unmatched productivity capacity.