

## 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 company later that same 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 continue this position.

Now an internationally diversified organization, Crown first manufactured temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control items took place in a former hardware store located in New Bremen, Ohio, where Crown's head office presently remain.

By the year 1949, Crown moved into the construction of rotators for antenna due the greater interest in televisions at the time. The product was able to improve the picture and signal quality. The company's lucrative move enabled 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.

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

Adaptability and success dominated Crown's capability to diversify once again. In 1957, production into the materials handling market started with forklift manufacturing. The organization believed the market required a smaller line of first-class quality lift trucks. Crown promptly fashioned an exceptional range of modern equipment and swiftly became the most rapidly evolving material handling company with its range of merchandise.

In 1966, Crown ventured outside of the US material handling marketplace and into Australia. Sydney, Australia is home to the regional head office and currently 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 strong manufacturing operations.

In 1968, Crown established itself in the European marketplace by purchasing an Irish production plant 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 lift truck 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 autonomous dealers.

Nowadays, Crown manufactures an enormous fleet of electric lift trucks. The company's vendor network, situated in key international markets, consists of both Crown-owned and independently-owned sellers. 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 provide promotional sales and national advertising support to all of their sellers and sales personnel. Crown dealers and sales personnel are trained in-house in numerous disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of international sellers and Crown-owned dealers 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 internationally, building 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 over 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 reputation as a reliable, safe and forward-thinking organization by contented clients worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design superiority and innovation. For instance, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has gained 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 first, offering the operator with several comfort alternatives to lean, sit or stand, along with its unequalled output capability.