

## Crown Forklift Part

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke formed the Crown corporation in 1945. Carl's son, James F. Dicke joined the family business later that year. At this time, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President today, becoming the fourth generation of the Dicke family to uphold this position.

Crown in the beginning started with a small client base developing temperature controls that they manufactured for coal burning furnaces. The production of these control units 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 increasing appeal of the TV, Crown moved into the manufacture of antenna rotators. This product was utilized to improve TV reception and image quality. The company's profitable 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 TV antenna rotators.

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanical parts for government and private industry. Following a number of profitable bids inside a short period of time, the company had developed a reputable business in this field.

With such flexibility and success, Crown was able to diversify its production to include materials handling equipment. Crown started the assembly of forklifts and lift vehicles in 1957. The company believed the market required a smaller line of first-class quality lift trucks. Crown immediately fashioned an exceptional range of contemporary equipment and swiftly evolved into the most rapidly evolving materials handling organization with its assortment of products.

In 1966, Crown ventured outside of the US material 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 service, solid sales and strong manufacturing operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish production facility from a German Company, Steinbock. There they began to build 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 comprehensive forklift line was accessible 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.

Nowadays, Crown manufactures a huge fleet of electric forklifts. The company's vendor network, situated in key global markets, consists of both Crown-owned and independently-owned dealers. They are accountable for handling the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany offer national marketing and promotional sales support to all dealer 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 delivers purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of international dealers and Crown-owned sellers effectively operate in nearly 100 foreign city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Ohio; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Ohio; and New Bremen, Ohio. Serving their growing 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.

Through its numerous client base on all sides of the world, Crown has built an outstanding reputation as a manufacturer of progressive, safe and dependable machines. The company has been awarded more than 50 prominent 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 launch of the side-stance design proved exciting and unparalleled by material handling experts. Today, this design has gained popular 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 industry original, providing the operator with many comfort alternatives to lean, sit or stand, along with its unmatched productivity capacity.