

## Crown Forklift Parts

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

Crown initially began with a small client base producing temperature controls that they manufactured for coal burning furnaces. The production of these control items 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 rising interest in television, Crown shifted into the manufacture of antenna rotators. This product was used to enhance TV reception and picture quality. The company's successful move allowed them to become a leading maker of units until 2001. The company ceased production in October after a decline in the global need for television antenna rotators.

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanical parts for government and private market. After several successful bids within a short period of time, the company had developed a respectable business in this field.

Adaptability and achievement 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 demanded a smaller line of first-class quality lift trucks. Crown immediately fashioned an exceptional range of progressive equipment and swiftly evolved into the most rapidly evolving materials handling organization with its variety of products.

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

In 1968, Crown established itself in the European marketplace by acquiring 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 began their first London operation situated close by Heathrow Airport. The sales and service operation of Crown's complete 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 forklifts across Europe through autonomous dealers.

Crown these days has a huge network of Crown-owned and independently-owned dealers in various key global markets providing a huge fleet of electric lift trucks. They are responsible for managing 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 seller and sales personnel. Both Crown sales and seller personnel are factory- trained in all disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of global sellers and Crown-owned sellers 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 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 more than 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 dependable, trustworthy and forward-thinking organization by fulfilled customers worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design superiority and innovation. For instance, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling experts. Today, this design has acquired widespread 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 market original, offering the operator with multiple comfort alternatives to lean, sit or stand, along with its unparalleled productivity capacity.