

## Crown Forklift Part

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

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

In 1949, responding to the public's rising appeal of the television, Crown shifted into the production of antenna rotators. This product was utilized to enhance television reception and image quality. The company's profitable move allowed them to become a leading producer of units until 2001. The company ceased production in October after a decline in the worldwide demand for television antenna rotators.

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanized parts for government and private industry. After several profitable bids within a brief period of time, the company had built a highly regarded business in this field.

With such adaptability and success, Crown was able to diversify its production to embrace material handling equipment. Crown started the assembly of forklifts and lift trucks in 1957. The organization believed the market needed a smaller line of top-quality quality lift trucks. Crown immediately created an exceptional range of contemporary equipment and swiftly evolved into the most rapidly evolving material handling organization with its assortment of products.

By 1966, Crown had ventured into the overseas material handling markets by opening up shop in Sydney, Australia. Sydney is at the moment a regional center of operations for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering market leader today, supported by exceptional operations, solid sales and solid 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 assemble PTH hand pallet trucks. Later that same year, Crown began their first London operation situated close by Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck 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 sellers.

These days, Crown manufactures a massive fleet of electric lift trucks. The company's supplier network, located 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 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 offers purchasing, advertising and 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.

The 6 USA production locations for Crown include 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 include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Through its numerous client base around 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 recognition 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 widespread 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 original, offering the operator with multiple comfort options to lean, sit or stand, along with its unmatched output capability.