

## Crown Forklift Part

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

Now an internationally diversified company, Crown initially built temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control items took place in a former hardware store based in New Bremen, Ohio, where Crown's headquarters presently remain.

By the year 1949, Crown shifted into the making of rotators for antenna due the greater fascination with televisions at the time. The product was able to improve the image and reception quality. The company's successful 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 television antenna rotators.

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

Flexibility and achievement dominated Crown's ability to diversify once again. In 1957, production into the materials handling market started with lift truck production. The company believed the industry required a smaller line of top-quality quality lift trucks. Crown immediately fashioned an exceptional range of contemporary equipment and swiftly grew to be the most rapidly evolving material handling company with its assortment of merchandise.

In 1966, Crown ventured outside of the US materials handling marketplace and into Australia. Sydney, Australia is home to the regional head office and at present leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering industry leader these days, supported by exceptional service, solid sales and solid manufacturing operations.

In 1968, Crown established itself in the European market 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 that same year, Crown began their first London operation located nearby Heathrow Airport. The sales and service operation of Crown's complete forklift line was offered in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing lift trucks across Europe through autonomous dealers.

Nowadays, Crown manufactures a vast fleet of electric forklifts. The company's supplier network, located in key international markets, consists of both Crown-owned and independently-owned sellers. They are accountable for managing the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Ohio, which offer promotional sales and national marketing support to all of their sellers and sales personnel. Crown sellers and sales personnel are trained in-house in numerous disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, 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 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.

Crown has earned a successful status as a dependable, trustworthy and forward-thinking organization by fulfilled clients worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design superiority and modernization. For example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has acquired general 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 industry original, providing the operator with several comfort options to lean, sit or stand, along with its unparalleled productivity capacity.