

## 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 today, becoming the fourth generation of the Dicke family to uphold this position.

Now an globally diversified organization, Crown initially manufactured temperature controls for coal burning furnaces, servicing a small clientele. The assembly of these control items took place in a former hardware store stationed in New Bremen, Ohio, where Crown's center of operations presently remain.

In 1949, responding to the public's increasing interest in TV, Crown shifted into the manufacture of antenna rotators. This product was used to improve TV reception and image quality. The company's lucrative move allowed them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global need for TV antenna rotators.

Crown before long diversified its manufacturing to bring in the restoration of mechanical and electrical parts for private and government use in the early 1950's. Following several lucrative bids within a brief period of time, the company had developed a reputable business in this field.

With such adaptability and success, Crown was able to diversify its production to embrace materials handling equipment. Crown began the assembly of forklifts and lift trucks in 1957. The company believed the industry demanded a smaller line of top-quality quality forklifts. Crown promptly fashioned an exceptional range of progressive equipment and swiftly became the most rapidly evolving materials handling company with its collection of merchandise.

By 1966, Crown had ventured into the international materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is at the moment a regional headquarters for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader these days, supported by exceptional operations, solid sales and solid manufacturing operations.

In 1968, Crown established itself in the European market by acquiring an Irish manufacturing plant from its parent company, Steinbock, who was a German firm. They began to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown began their first London operation situated 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 and advertising lift trucks across Europe through independent sellers.

Crown at present has a large network of Crown-owned and independently-owned sellers in many key global markets delivering a vast fleet of electric forklifts. They are accountable for handling the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Ohio, which provide promotional sales and nationwide marketing support to all of their sellers and sales personnel. Crown dealers and sales personnel are trained in-house in various disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental sellers and Crown-owned sellers effectively operate in nearly 100 foreign 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 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 clientele around the world, Crown has built an first-rate reputation as a maker of forward-thinking, safe and reliable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit for innovation and top design excellence. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has gained 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 industry first, offering the operator with multiple comfort options to lean, sit or stand, along with its unparalleled output capability.