

## Crown Forklift Parts

Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown corporation in 1945. Carl's son, James F. Dicke joined the family business later on that year. Currently, 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.

Crown first started with a small clientèle producing temperature controls that they manufactured for coal burning furnaces. The assembly of these control units took place in a former hardware store stationed in New Bremen, Ohio, where Crown's center of operations currently remain.

In 1949, responding to the public's increasing fascination with television, Crown shifted into the assembly of antenna rotators. This product was used to improve TV reception and picture quality. The company's profitable move enabled 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 production to bring in the repair of mechanical and electrical parts for private and government use in the early 1950's. After a number of successful bids inside a short period of time, the company had built a highly regarded business in this field.

Adaptability and success dominated Crown's ability to diversify once again. In 1957, production into the materials handling industry began with lift truck production. The company believed the industry demanded a smaller line of top-quality quality lift trucks. Crown quickly created an exceptional series of progressive equipment and swiftly became the most rapidly evolving material handling company with its range of merchandise.

By 1966, Crown had ventured into the overseas materials 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, marketing and advertising, and services. Crown remains an unwavering industry leader these days, supported by exceptional service, solid sales and solid production operations.

In 1968, Crown established itself in the European market by purchasing an Irish production plant from its parent company, Steinbock, who was a German firm. They started to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown began their first London operation located near 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 marketing lift trucks across Europe through autonomous dealers.

Crown today has a considerable network of Crown-owned and independently-owned sellers in many key global markets providing a huge fleet of electric forklifts. They are accountable for managing 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 advertising support to all of their sellers and sales personnel. Crown dealers and sales personnel are trained in-house in many disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of global dealers and Crown-owned dealers effectively operate in nearly 100 overseas 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 expanding 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.

Crown has earned a successful status as a consistent, trustworthy and forward-thinking company by satisfied consumers worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design excellence and innovation. 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 gained 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 several comfort options to lean, sit or stand, along with its unequalled productivity capability.