

## Crown Forklift Part

Crown Forklift Parts - The Crown corporation 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 business later on that same year. At this time, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head these days, becoming the fourth generation of the Dicke descendants to uphold this position.

Now an globally diversified corporation, Crown originally created temperature controls for coal burning furnaces, servicing a small client base. The production of these control units 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 image quality. The company's profitable move enabled them to become a leading maker of units until 2001. The company ceased production in October after a decline in the global demand for television antenna rotators.

Crown before long diversified its manufacturing to incorporate the repair of mechanical and electrical parts for private and government use in the early 1950's. After a number of lucrative bids within a brief period of time, the company had developed a respectable business in this field.

Flexibility and success dominated Crown's capability to diversify once again. In 1957, production into the materials handling market began with lift truck manufacturing. The organization believed the market required a smaller line of superior quality forklifts. Crown promptly produced an exceptional series of contemporary equipment and swiftly became the most rapidly evolving materials handling company with its collection of products.

In 1966, Crown ventured outside of the US materials 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 teams. Crown remains an unwavering industry leader today, supported by exceptional service, solid sales and solid manufacturing operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish manufacturing plant from a German Company, Steinbock. There they began to build PTH hand pallet trucks. Later that same year, Crown started their first London operation located 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 lift trucks across Europe through independent dealers.

Crown these days has a considerable network of Crown-owned and independently-owned sellers in many key international markets providing a vast fleet of electric lift trucks. 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 provide promotional sales and nationwide advertising 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 and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned sellers successfully operate in almost 100 overseas city environments.

The 6 USA manufacturing locations for Crown include New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, building lift trucks 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 reputation as a consistent, trustworthy and progressive organization by happy customers worldwide. The company has earned over 50 distinguished design awards and the Crown goods continue to attain recognition for top design brilliance and innovation. To provide an example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling specialists. 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, offering the operator with many comfort options to lean, sit or stand, along with its unparalleled output capability.