

## Crown Forklift Part

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

Now an internationally diversified company, Crown first created 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 head office presently remain.

By the year 1949, Crown shifted into the construction of rotators for antenna due the increased interest in televisions at the time. The product was proficient at improving the image and signal 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 worldwide need for television antenna rotators.

Crown before long diversified its manufacturing to incorporate the restoration of mechanized and electrical parts for private and government use in the early 1950's. After numerous successful bids inside a short period of time, the company had built a respectable business in this field.

Adaptability and achievement dominated Crown's ability to diversify once again. In 1957, production into the materials handling industry began with lift truck production. The organization believed the market needed a smaller line of top-quality quality lift trucks. Crown promptly produced an exceptional range of contemporary equipment and swiftly evolved into the most rapidly evolving materials handling organization with its collection of merchandise.

In 1966, Crown ventured outside of the US materials handling market and into Australia. Sydney, Australia is home to the regional headquarters and presently 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.

In 1968, Crown established itself in the European market by acquiring an Irish production facility from its parent company, Steinbock, who was a German firm. They started 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 advertising and marketing forklifts across Europe through independent sellers.

These days, Crown manufactures a vast fleet of electric lift trucks. The company's supplier network, located in key international markets, consists of both Crown-owned and independently-owned sellers. They are responsible for handling the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Ohio, which offer promotional sales and nationwide marketing support to all of their sellers and sales personnel. Crown dealers 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 functions for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned dealers 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 more than 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 on all sides of the world, Crown has built an outstanding reputation as a maker of forward-thinking, safe and dependable machines. The company has been awarded more than 50 prominent 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 specialists. Today, this design has acquired popular 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 several comfort choices to lean, sit or stand, along with its unparalleled output capability.