

## Crown Forklift Part

Crown Forklift Part - Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown company 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 today, becoming the fourth generation of the Dicke descendants to maintain this position.

Crown first started with a small client base developing temperature controls that they manufactured for coal burning furnaces. The assembly of these control items took place in a former hardware store based in New Bremen, Ohio, where Crown's headquarters presently remain.

In 1949, responding to the public's increasing interest in TV, Crown moved into the making of antenna rotators. This product was used to improve TV reception and image quality. The company's lucrative move enabled them to become a leading manufacturer 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 repair of electronic and mechanized components for government and private industry. After several successful bids inside a brief period of time, the company had built a highly regarded business in this field.

With such adaptability and achievement, Crown was able to diversify its production to include material handling equipment. Crown started production of forklifts and lift vehicles in 1957. The organization believed the industry demanded a smaller line of top-quality quality forklifts. Crown immediately fashioned an exceptional range of progressive equipment and swiftly grew to be the most rapidly evolving material handling organization with its range of products.

By 1966, Crown had ventured into the foreign material handling markets by opening up shop in Sydney, Australia. Sydney is now 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 operations, solid sales and strong production operations.

In 1968, Crown established itself in the European marketplace by acquiring an Irish production facility 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 stationed close by Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was available in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing forklifts across Europe through autonomous sellers.

These days, Crown manufactures a massive fleet of electric lift trucks. The company's dealer network, based in key global markets, consists of both Crown-owned and independently-owned dealers. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany offer national advertising and promotional sales support to all supplier and sales personnel. Both Crown sales and supplier personnel are factory- trained in all disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international dealers and Crown-owned sellers successfully operate in nearly 100 overseas city environments.

The 6 USA manufacturing locations for Crown consist of 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 reputation as a reliable, trustworthy and forward-thinking organization by happy clients worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design brilliance and modernization. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling professionals. Today, this design has acquired common 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, providing the operator with many comfort options to lean, sit or stand, along with its unparalleled output capacity.