

## Crown Forklift Part

Crown Forklift Part - 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 business later 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 at the moment, becoming the fourth generation of the Dicke family to continue this position.

Crown in the beginning started with a small client base producing temperature controls that they manufactured for coal burning furnaces. 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 mounting appeal of the television, Crown moved into the making of antenna rotators. This product was used to enhance television 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 worldwide need for television antenna rotators.

In the early 1950's Crown diversified into the manufacturing and repair of electronic and mechanized machinery for government and private market. After several profitable bids within a short period of time, the company had built a highly regarded business in this field.

Flexibility and achievement dominated Crown's ability to diversify once again. In 1957, production into the material handling industry started with lift truck production. The organization believed the industry demanded a smaller line of top-quality quality lift trucks. Crown promptly fashioned an exceptional range of progressive equipment and swiftly grew to be the most rapidly evolving material handling company with its assortment of products.

By 1966, Crown had ventured into the overseas 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, advertising and marketing, and services. Crown remains an unwavering market leader today, supported by exceptional service, solid sales and strong production operations.

In 1968, Crown established itself in the European market by obtaining an Irish production 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 started their first London operation stationed near Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was offered 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 sellers.

Crown these days has a huge network of Crown-owned and independently-owned dealers in various key global markets delivering a vast fleet of electric forklifts. 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 offer promotional sales and national advertising support to all of their sellers and sales personnel. Crown dealers and sales personnel are trained in-house in various disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of global sellers and Crown-owned dealers successfully operate in nearly 100 foreign 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 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 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 clientele around the world, Crown has built an first-rate reputation as a producer 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 modernization and top design excellence. To provide an example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling experts. 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 industry original, providing the operator with multiple comfort alternatives to lean, sit or stand, along with its unequaled output capability.