

Crown Forklift Parts

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 today, becoming the fourth generation of the Dicke family to continue this position.

Crown in the beginning began with a small client base producing temperature controls that they manufactured for coal burning furnaces. The production of these control units took place in a former hardware store based in New Bremen, Ohio, where Crown's headquarters currently remain.

In 1949, responding to the public's rising interest in TV, Crown moved 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 worldwide need for television antenna rotators.

In the early 1950's Crown diversified into the manufacturing and repair of electronic and mechanical parts for government and private industry. Following numerous lucrative bids within a brief period of time, the company had built a respectable business in this field.

Flexibility and success dominated Crown's ability 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 first-class quality lift trucks. Crown immediately created an exceptional series of progressive equipment and swiftly grew to be the most rapidly evolving materials handling company with its range of products.

In 1966, Crown ventured outside of the US material handling market and into Australia. Sydney, Australia is home to the regional center of operations and at present leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering market leader today, supported by exceptional service, solid sales and solid production operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish production facility from a German Company, Steinbock. There they started to construct 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 complete lift truck 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 independent dealers.

Crown at present has a large network of Crown-owned and independently-owned dealers in various key international markets providing a huge fleet of electric forklifts. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany provide nationwide marketing and promotional sales support to all dealer and sales personnel. Both Crown sales and seller personnel are factory-trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international dealers and Crown-owned dealers successfully operate in nearly 100 overseas 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 expanding overseas markets, Crown has manufacturing 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 consist of locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Through its numerous client base around the world, Crown has built an first-rate reputation as a maker of progressive, safe and reliable 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. For instance, 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 industry original, providing the operator with several comfort choices to lean, sit or stand, along with its unequalled productivity capability.