

Crown Forklift Parts

Crown Forklift Parts - 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 company later that same year. At present, 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 uphold this position.

Now an globally diversified organization, Crown originally manufactured temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control units took place in a former hardware store stationed in New Bremen, Ohio, where Crown's head office presently remain.

In 1949, responding to the public's mounting interest in television, Crown moved into the assembly of antenna rotators. This product was utilized to enhance 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 TV antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanized parts for government and private industry. After a number of profitable bids inside a short period of time, the company had built a highly regarded business in this field.

Versatility and achievement dominated Crown's ability to diversify once again. In 1957, production into the material handling market began with lift truck manufacturing. The organization believed the market demanded a smaller line of superior quality lift trucks. Crown promptly created an exceptional range of modern equipment and swiftly grew to be the most rapidly evolving material handling company with its variety of products.

In 1966, Crown ventured outside of the US materials handling marketplace 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 these days, supported by exceptional operations, solid sales and solid 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 close by 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 marketing forklifts across Europe through autonomous sellers.

Crown at the moment has a large network of Crown-owned and independently-owned sellers in various key worldwide marketplaces delivering a huge fleet of electric forklifts. They are accountable for handling the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany provide national advertising and promotional sales support to all seller 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, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of global dealers and Crown-owned dealers successfully operate in nearly 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that include: 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 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.

Through its numerous client base on all sides of the world, Crown has built an outstanding reputation as a manufacturer of forward-thinking, 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 innovation and top design excellence. For instance, in the 1970's, Crown's launch 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 several comfort alternatives to lean, sit or stand, along with its unmatched productivity capability.