

Crown Forklift Parts

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke formed the Crown corporation in 1945. Carl's son, James F. Dicke joined the family business later that year. Currently, 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 maintain this position.

Now an globally diversified company, Crown originally fabricated temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control units took place in a former hardware store located in New Bremen, Ohio, where Crown's center of operations currently remain.

In 1949, responding to the public's increasing fascination with TV, Crown moved into the making of antenna rotators. This product was utilized to improve television reception and picture 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.

Crown soon diversified its manufacturing to bring in the repair of mechanical and electrical components for private and government use in the early 1950's. After numerous profitable bids within a short period of time, the company had built a reputable business in this field.

Flexibility and success dominated Crown's ability to diversify once again. In 1957, production into the material handling market began with forklift manufacturing. The company believed the market demanded a smaller line of top-quality quality lift trucks. Crown promptly produced an exceptional series of contemporary equipment and swiftly became the most rapidly evolving material handling organization with its collection of products.

In 1966, Crown ventured outside of the US material handling marketplace and into Australia. Sydney, Australia is home to the regional head office and presently leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering industry leader today, supported by exceptional operations, solid sales and strong manufacturing operations.

In 1968, Crown established itself in the European marketplace by purchasing an Irish manufacturing plant 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 close by 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 advertising and marketing lift trucks across Europe through independent dealers.

These days, Crown manufactures a huge fleet of electric forklifts. The company's supplier network, situated in key global markets, consists of both Crown-owned and independently-owned sellers. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany provide nationwide advertising and promotional sales support to all seller and sales personnel. Both Crown sales and supplier personnel are factory- trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of intercontinental sellers and Crown-owned sellers successfully operate in almost 100 foreign 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 expanding foreign 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.

Crown has earned a successful status as a reliable, trustworthy and progressive company by contented consumers worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design excellence and innovation. To provide an 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 gained general 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, providing the operator with several comfort choices to lean, sit or stand, along with its unequaled productivity capacity.