

Crown Forklift Parts

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

Crown in the beginning began 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 located in New Bremen, Ohio, where Crown's headquarters presently remain.

In 1949, responding to the public's rising appeal of the TV, Crown shifted into the assembly of antenna rotators. This product was utilized to enhance television reception and image quality. The company's lucrative move enabled them to become a leading maker 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 restoration of electronic and mechanical parts for government and private industry. Following a number of lucrative bids inside a brief period of time, the company had built a respectable business in this field.

Adaptability and success dominated Crown's capability to diversify once again. In 1957, production into the material handling market started with forklift production. The organization believed the market needed a smaller line of first-class quality forklifts. Crown promptly fashioned an exceptional range of modern equipment and swiftly evolved into the most rapidly evolving material handling company with its collection of merchandise.

By 1966, Crown had ventured into the overseas materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is currently a regional headquarters for Crown for all Pacific Asian sales, 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 manufacturing plant from its parent company, Steinbock, who was a German firm. They started to manufacture Crowns' (PTH), hand pallet trucks. Later that same year, Crown started their first London operation located nearby Heathrow Airport. The sales and service operation of Crown's complete lift truck line was offered in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing and advertising lift trucks across Europe through independent dealers.

Currently, Crown manufactures a huge fleet of electric forklifts. The company's supplier network, stationed in key international markets, consists of both Crown-owned and independently-owned dealers. They are accountable for managing the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany offer nationwide advertising and promotional sales support to all dealer 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, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of international dealers and Crown-owned sellers successfully operate in almost 100 foreign city environments.

The 6 USA production 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, producing forklifts 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 consist of 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 first-rate reputation as a maker of progressive, safe and dependable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain recognition for modernization and top design excellence. 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 general 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 first, providing the operator with many comfort alternatives to lean, sit or stand, along with its unmatched output capability.