

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

Crown first began with a small client base developing temperature controls that they manufactured for coal burning furnaces. The production of these control units took place in a former hardware store located in New Bremen, Ohio, where Crown's head office currently remain.

By the year 1949, Crown shifted into the construction of rotators for antenna due the greater interest in televisions at the time. The product was proficient at improving the image and signal quality. The company's profitable move allowed them to become a leading maker of units until 2001. The company ceased production in October after a decline in the worldwide demand for TV antenna rotators.

Crown before long diversified its production to incorporate the restoration of mechanical and electrical parts for private and government use in the early 1950's. After numerous lucrative bids inside a brief period of time, the company had developed a highly regarded business in this field.

With such adaptability and success, Crown was able to expand its production to embrace material handling equipment. Crown started production of forklifts and lift vehicles in 1957. The company believed the market required a smaller line of superior quality forklifts. Crown immediately produced an exceptional range of contemporary equipment and swiftly became the most rapidly evolving materials handling company with its range of products.

By 1966, Crown had ventured into the foreign 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 industry leader today, supported by exceptional service, solid sales and strong manufacturing operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish manufacturing plant from a German Company, Steinbock. There they began to assemble PTH hand pallet trucks. Later on that same year, Crown began their first London operation located nearby Heathrow Airport. The sales and service operation of Crown's complete lift truck line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing and advertising forklifts across Europe through autonomous dealers.

Crown today has a considerable network of Crown-owned and independently-owned sellers in various key international markets delivering a vast fleet of electric lift trucks. They are responsible 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 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 provides purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of global sellers and Crown-owned sellers successfully operate in nearly 100 foreign 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 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 reputation as a reliable, safe and forward-thinking company by happy clients worldwide. The company has earned over 50 distinguished design awards and the Crown products continue to attain recognition for top design superiority and innovation. For 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 gained 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 multiple comfort alternatives to lean, sit or stand, along with its unparalleled productivity capability.