

Crown Forklift Parts

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown business in 1945. Carl's son, James F. Dicke joined the family business later on that year. At this time, 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 continue this position.

Now an internationally diversified company, Crown initially built 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 headquarters currently remain.

By the year 1949, Crown shifted into the construction of rotators for antenna due the greater fascination with televisions at the time. The product was able to improve the picture and signal quality. The company's profitable move allowed them to become a leading producer of units until 2001. The company ceased production in October after a decline in the worldwide demand for television antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanized machinery for government and private industry. Following a number of successful bids within a short 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 materials handling market began with lift truck manufacturing. The company believed the market demanded a smaller line of first-class quality lift trucks. Crown quickly produced an exceptional range of contemporary equipment and swiftly became the most rapidly evolving material handling organization with its range of merchandise.

By 1966, Crown had ventured into the overseas material handling markets by opening up shop in Sydney, Australia. Sydney is at this time a regional head office for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering market leader these days, supported by exceptional operations, solid sales and strong production operations.

In 1968, Crown established itself in the European marketplace 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 that same year, Crown started their first London operation located nearby Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was available 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 sellers.

Today, Crown manufactures a huge fleet of electric lift trucks. The company's vendor network, based in key international markets, consists of both Crown-owned and independently-owned dealers. They are responsible for managing the company's product sales and service.

Corporate offices in New Bremen, Ohio and Munich, Germany provide national marketing and promotional sales support to all seller and sales personnel. Both Crown sales and dealer 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 and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental dealers and Crown-owned dealers successfully operate in almost 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 expanding foreign 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 more than 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 profitable status as a reliable, trustworthy and progressive company by satisfied consumers worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design superiority 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 acquired popular 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 market original, offering the operator with many comfort alternatives to lean, sit or stand, along with its unequaled output capability.