

Crown Forklift Parts

Two brothers Allen A. Dicke and the late Carl H. Dicke formed the Crown business in 1945. Carl's son, James F. Dicke joined the family business later 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 descendants to uphold this position.

Crown first began with a small clientèle producing temperature controls that they manufactured for coal burning furnaces. The production 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 growing fascination with television, Crown shifted into the making of antenna rotators. This product was utilized to enhance television reception and image quality. The company's profitable move enabled them to become a leading producer of units until 2001. The company ceased production in October after a decline in the global need for television antenna rotators.

Crown soon diversified its manufacturing to incorporate the repair of mechanized and electrical parts for private and government use in the early 1950's. Following a number of lucrative bids within a short period of time, the company had built a respectable business in this field.

With such versatility and achievement, Crown was able to expand its production to include material handling equipment. Crown started the assembly of forklifts and lift vehicles in 1957. The organization believed the market required a smaller line of first-class quality lift trucks. Crown quickly fashioned an exceptional series of progressive equipment and swiftly evolved into the most rapidly evolving materials handling organization with its range of merchandise.

By 1966, Crown had ventured into the international materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is at this time a regional center of operations 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 solid production operations.

In 1968, Crown established itself in the European market by acquiring 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 stationed close by Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing lift trucks across Europe through autonomous dealers.

Crown these days has a sizable network of Crown-owned and independently-owned sellers in many key global marketplaces providing a vast fleet of electric forklifts. They are responsible for managing the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Ohio, which provide promotional sales and nationwide marketing support to all of their sellers and sales personnel. Crown dealers and sales personnel are trained in-house in many disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of international dealers and Crown-owned sellers 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 overseas 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 successful status as a reliable, safe and forward-thinking company by satisfied consumers worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design superiority and modernization. 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 widespread 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 first, offering the operator with multiple comfort choices to lean, sit or stand, along with its unequaled output capacity.