

Crown Forklift Parts

Crown is one of the world's leading lift truck producers and innovative design leaders of IC forklift trucks for indoor and open-air functions. Crown specializes in electric lift trucks used in distribution centres and manufacturing environments worldwide. Though a privately owned business, Crown has wide-ranging manufacturing capabilities around the world with plants located in China, the United States, Mexico, Germany and Australia.

Crown's electric forklifts are used daily to securely ship warehouse merchandise and resources. The company's wide-ranging product line features power pallet trucks and stackers, narrow-aisle turret trucks, counterbalanced lift trucks (sit-down and stand up models), manual propelled pallet lift trucks and stackers, order picking equipment and narrow-aisle reach lift trucks.

Environmental accountability and sustainability persists at the forefront of Crown's organizational philosophy. Crown has attained ISO 14001 certification and has been benefiting its consumers for many decades with their thought leadership and by exerting an extra effort in business management and environmental stewardship. Crown has proudly achieved numerous awards and recognitions for its sustainability efforts, including the Ohio Governor's Pollution Prevention Award and the Ohio Governor's Environmental Sustainability Award.

Crown History - 1930's to 1950

Crown Equipment Corporation was born in the rural American neighborhood of New Bremen, Ohio, USA. The business has matured from a one-room operation into an internationally recognized corporation, currently considered to be the seventh biggest forklift maker on the planet.

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. At present, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head today, becoming the fourth generation of the Dicke family to uphold this position.

Now an internationally diversified organization, Crown originally created 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 head office presently remain.

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

History - 1950 to 1975

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanized components for government and private market. Following several successful bids inside a brief period of time, the company had built a highly regarded business in this field.

With such flexibility and success, Crown was able to expand its production to include materials handling equipment. Crown began the manufacture of forklifts and lift vehicles in 1957. The organization believed the market needed a smaller line of top-quality quality lift trucks. Crown immediately created an exceptional range of modern equipment and swiftly evolved into the most rapidly evolving materials handling company with its variety of merchandise.

In 1966, Crown ventured outside of the US material handling marketplace and into Australia. Sydney, Australia is home to the regional headquarters and at present leads Crown's Asia Pacific service, sales and marketing and advertising teams. Crown remains an unwavering market leader these days, supported by exceptional service, solid sales and solid production 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 started to assemble PTH hand pallet trucks. Later that same year, Crown started their first London operation stationed near 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 marketing and advertising lift trucks across Europe through autonomous dealers.

Crown History - 1975 to Current Day

Crown today has a huge network of Crown-owned and independently-owned sellers in many key global marketplaces delivering a huge fleet of electric forklifts. 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 dealer 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, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of international sellers and Crown-owned dealers effectively operate in almost 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 growing 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 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.

Through its numerous clientele around the world, Crown has built an outstanding reputation as a manufacturer of forward-thinking, safe and dependable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit for modernization and top design excellence. To provide an example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling specialists. Today, this design has acquired common 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 options to lean, sit or stand, along with its unmatched productivity capability.