

Crown Forklift Parts

Crown specializes in developing electric lift trucks that are used in manufacturing settings and distributions facilities around the globe. Crown is a principal lift truck maker of IC lift trucks for both open-air and indoor functions. Though a privately owned corporation, Crown has extensive production capabilities internationally with plants based in China, the United States, Mexico, Germany and Australia.

Crown's electric lift trucks are utilized routinely to securely transport warehouse merchandise and materials. The company's comprehensive product line features power pallet lift trucks and stackers, narrow-aisle turret trucks, counterbalanced lift trucks (sit-down and stand up models), manual propelled pallet trucks and stackers, order picking equipment and narrow-aisle reach trucks.

Environmental accountability and preservation 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 administration and environmental stewardship. Crown has proudly achieved numerous awards and recognitions for its preservation efforts, including the Ohio Governor's Pollution Prevention Award and the Ohio Governor's Environmental Sustainability Award.

History - 1930 to 1950

Crown Equipment Corporation was started in the rural American community of New Bremen, Ohio, USA. The company has matured from a one-room outfit into an internationally recognized company, currently considered to be the 7th biggest lift truck manufacturer on the planet.

The Crown corporation was founded in 1945 by two brothers, Allen A. Dicke and the late Carl H. Dicke. Carl's son and Chairman Emeritus, James F. Dicke, joined the family company later that same year. At present, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head these days, becoming the fourth generation of the Dicke descendants to continue this position.

Crown in the beginning began with a small clientele developing 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 head office currently remain.

In 1949, responding to the public's increasing interest in TV, Crown moved into the making of antenna rotators. This product was used to improve TV reception and image quality. The company's successful move enabled them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the worldwide need for television antenna rotators.

Crown History -1950's to 1975

In the early 1950's Crown diversified into the production and repair of electronic and mechanized machinery for government and private market. After several profitable bids inside a brief period of time, the company had developed a reputable business in this field.

With such adaptability and success, Crown was able to expand its production to include materials handling equipment. Crown began production of forklifts and lift trucks in 1957. The company believed the industry demanded a smaller line of first-class quality forklifts. Crown quickly produced an exceptional range of progressive equipment and swiftly grew to be the most rapidly evolving material handling organization with its collection of products.

In 1966, Crown ventured outside of the US materials handling market and into Australia. Sydney, Australia is home to the regional center of operations and presently leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering market leader these days, supported by exceptional service, solid sales and solid production operations.

In 1968, Crown established itself in the European market by obtaining an Irish manufacturing facility from its parent company, Steinbock, who was a German firm. They started to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown began their first London operation stationed close by Heathrow Airport. The sales and service operation of Crown's complete forklift line was accessible 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 sellers.

History - 1975 to Present

Nowadays, Crown manufactures an enormous fleet of electric forklifts. The company's vendor network, situated in key global markets, consists of both Crown-owned and independently-owned dealers. 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 advertising support to all of their dealers and sales personnel. Crown sellers and sales personnel are trained in-house in various disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned dealers effectively 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 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 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.

Through its numerous clientele on all sides of 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 prominent design awards and the products that Crown develops continues to attain credit for modernization and top design excellence. For example, in the 1970's, Crown's introduction 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. Once again, more than thirty years later, the 5200S Series Reach Truck is another industry first, offering the operator with many comfort options to lean, sit or stand, along with its unparalleled output capability.