

Crown Forklift Parts

Crown specializes in producing electric forklifts that are utilized in manufacturing settings and distributions centers around the globe. Crown is a principal forklift maker of IC forklift trucks for both open-air and indoor applications. Though a privately owned corporation, Crown has extensive production capabilities internationally with facilities operating in China, the United States, Mexico, Germany and Australia.

Crown's electric lift trucks are used on a daily basis to securely move storeroom resources and merchandise. The organizations complete product line includes manual propelled pallet stackers and lift trucks, power pallet stackers and trucks, counterbalanced sit down and stand up lift trucks, narrow-aisle turret trucks, narrow-aisle reach trucks, and order picking equipment.

Environmental accountability and preservation remains at the forefront of Crown's organizational philosophy. Crown has attained ISO 14001 certification and has been benefiting its clients for many decades with their thought leadership and by exerting an extra effort in business management and environmental stewardship. Crown has proudly achieved several awards and recognitions for its sustainability 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 village of New Bremen, Ohio, USA. The business has matured from a one-room operation into a globally renowned company, currently considered to be the seventh largest forklift producer 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 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 maintain this position.

Crown initially started 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 based in New Bremen, Ohio, where Crown's headquarters presently remain.

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

History - 1950 to 1975

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

Flexibility and achievement dominated Crown's capability to diversify once again. In 1957, production into the material handling industry started with forklift manufacturing. The organization believed the industry required a smaller line of first-class quality lift trucks. Crown immediately created an exceptional range of progressive equipment and swiftly evolved into the most rapidly evolving material handling organization with its variety of products.

By 1966, Crown had ventured into the international materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is now a regional head office for Crown for all Pacific Asian sales, marketing, and services. Crown remains an unwavering market leader today, supported by exceptional service, solid sales and solid 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 started to build PTH hand pallet trucks. Later on that same year, Crown started their first London operation stationed nearby 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 forklifts across Europe through independent dealers.

History - 1975 to Present

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

Corporate offices in New Bremen, Ohio and Munich, Germany offer nationwide advertising and promotional sales support to all supplier 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, marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of intercontinental sellers and Crown-owned sellers successfully operate in nearly 100 overseas city environments.

The 6 USA production locations for Crown consist of New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio;

Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, building forklifts 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 consist of 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 first-rate reputation as a maker of progressive, 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. For instance, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling professionals. Today, this design has acquired 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 market first, providing the operator with many comfort choices to lean, sit or stand, along with its unequaled output capability.