

## Crown Forklift Chain

The Crown company 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 business later on that same year. At present, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head at the moment, becoming the fourth generation of the Dicke family to uphold this position.

Crown initially began with a small client base 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 presently remain.

In 1949, responding to the public's mounting appeal of the TV, Crown shifted into the manufacture of antenna rotators. This product was utilized to enhance TV reception and picture quality. The company's profitable move enabled them to become a leading maker of units until 2001. The company ceased production in October after a decline in the global demand for television antenna rotators.

Crown soon diversified its production to incorporate the restoration of mechanical and electrical components for private and government use in the early 1950's. Following several profitable bids inside a brief period of time, the company had built a respectable business in this field.

With such flexibility and success, Crown was able to expand its production to incorporate materials handling equipment. Crown began production of forklifts and lift vehicles in 1957. The company believed the industry required a smaller line of superior quality forklifts. Crown promptly fashioned an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving materials handling company with its assortment of merchandise.

In 1966, Crown ventured outside of the US material handling marketplace and into Australia. Sydney, Australia is home to the regional head office and at present leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering market leader these days, supported by exceptional service, solid sales and strong manufacturing operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish production plant from a German Company, Steinbock. There they began to construct PTH hand pallet trucks. Later on that same year, Crown began their first London operation located close by Heathrow Airport. The sales and service operation of Crown's complete lift truck line was offered in the UK by the end of the decade. In the early 1970's, Crown expanded and began advertising and marketing forklifts across Europe through autonomous sellers.

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

There is Corporate offices in Munich, Germany and in New Bremen Ohio, which provide promotional sales and national marketing support to all of their sellers and sales personnel. Crown dealers and sales personnel are trained in-house in various disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of international dealers and Crown-owned dealers successfully operate in nearly 100 foreign city environments.

The 6 USA production locations for Crown include New Bremen, Ohio; New Knoxville, Ohio; Fort Loramie, Ohio; Celina, Ohio; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing 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 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.

Crown has earned a successful status as a dependable, safe and progressive organization by fulfilled customers worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design brilliance and innovation. For example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling specialists. Today, this design has acquired widespread 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 options to lean, sit or stand, along with its unmatched output capacity.