

## Crown Forklift Masts

Crown is one of the world's leading forklift manufacturers and innovative design leaders of IC lift trucks for indoor and outdoor functions. Crown specializes in electric lift trucks used in delivery centres and production environments worldwide. Although a privately owned corporation, Crown has broad manufacturing capabilities across the globe with factories operating in China, the United States, Mexico, Germany and Australia.

Crown's electric lift trucks are utilized on a day-to-day basis to safely move storeroom resources and cargo. The corporation's comprehensive product line consists of manual propelled pallet stackers and trucks, power pallet stackers and trucks, counterbalanced sit down and stand up trucks, narrow-aisle turret lift trucks, narrow-aisle reach trucks, and order picking equipment.

Environmental responsibility and sustainability persists 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 administration 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.

### History - 1930 to 1950

Crown Equipment Corporation was born in the rural American community of New Bremen, Ohio, USA. The business has developed from a one-room outfit into a globally prominent company, currently considered to be the 7th biggest lift truck manufacturer on the planet.

Two brothers Allen A. Dicke and the late Carl H. Dicke formed the Crown company in 1945. Carl's son, James F. Dicke joined the family company later on that 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 in the beginning began with a small clientele producing temperature controls that they manufactured for coal burning furnaces. The assembly of these control units took place in a former hardware store located in New Bremen, Ohio, where Crown's center of operations currently 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 able to improve the image and reception quality. The company's lucrative move allowed them to become a leading maker 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 manufacturing and repair of electronic and mechanical machinery for government and private market. Following several successful bids within a brief period of time, the company had developed a respectable business in this field.

With such flexibility and success, Crown was able to expand its production to embrace materials handling equipment. Crown began production of forklifts and lift vehicles in 1957. The organization believed the industry needed a smaller line of top-quality quality forklifts. Crown quickly fashioned an exceptional range of progressive equipment and swiftly evolved into the most rapidly evolving material handling organization with its collection of products.

In 1966, Crown ventured outside of the US material handling marketplace 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 today, supported by exceptional service, solid sales and strong production operations.

Two years later, Crown had moved into the European markets by buying up an Irish production facility from a German Company, Steinbock. There they started to build PTH hand pallet trucks. Later that same year, Crown started their first London operation situated 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 marketing forklifts across Europe through independent sellers.

### History - 1975 to Present

Today, Crown manufactures a massive fleet of electric forklifts. The company's vendor network, located in key international markets, consists of both Crown-owned and independently-owned sellers. 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 national marketing support to all of their dealers and sales personnel. Crown dealers and sales personnel are trained in-house in many disciplines to