



Crown Equipment and the Growth of Next Generation Manufacturing

Manufacturing is shifting to highly integrated, tech-based processes and equipment that enable greater efficiencies, improving productivity and operational assessment. Ohio-based Crown Equipment Corp. is the epitome of an industrial manufacturer making this shift.

Company Profile

Based in New Bremen, Ohio, Crown Equipment is a designer, manufacturer, distributor and service provider of forklifts and other material handling products that embraces the change that technology triggers and seizes the improvements it presents. Crown Equipment is steeped in the industrial internet of things (IIoT), which allows it to collect, analyze and respond to data quickly, thereby facilitating improvements. It also manufactures in-house up to 85 percent of the components included in final assembly as well as recycling and reusing materials.

Business Need

Increasing global demand for Crown Equipment's competitively appealing products influenced a much-needed expansion of its production capabilities. Additionally, the company's high-tech processes require a skilled workforce. The optimal solution needed to promote speed to market and provide both an available workforce and long-term operational cost advantage.

Ohio Solutions

Crown Equipment, knowing the benefits of the business climate and skilled talent in Ohio, chose to expand its operations in New Bremen. This decision allowed the company to make long-term, strategic facility investments and confidently reinvest in the reliable regional workforce.

The economic development network of JobsOhio and the Dayton Development Coalition provided a tailored incentive package that included JobsOhio Talent Acquisition Services and a JobsOhio grant to support the purchase of machinery and equipment for expanding production capacity.

Combined Project Stats

- **Location:** New Bremen
- **Total capital investment:** \$145 million
- **Jobs created:** 563
- **Jobs retained:** 4,348
- **Collaborators:** JobsOhio, Dayton Development Coalition



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