

Crown Forklift Part

Crown Forklift Part - Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown company in 1945. Carl's son, James F. Dicke joined the family business later that year. At present, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head today, becoming the fourth generation of the Dicke descendants to maintain this position.

Crown initially began with a small client base producing temperature controls that they manufactured for coal burning furnaces. The assembly of these control items took place in a former hardware store stationed in New Bremen, Fullerton, where Crown's center of operations presently remain.

By the year 1949, Crown shifted into the construction of rotators for antenna due the greater interest in televisions at the time. The product was able to improve the image and signal quality. The company's successful 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 TV antenna rotators.

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanical parts for government and private industry. After a number of profitable bids within a brief period of time, the company had built a reputable business in this field.

Adaptability and success dominated Crown's ability to diversify once again. In 1957, production into the material handling market started with lift truck manufacturing. The company believed the market required a smaller line of top-quality quality lift trucks. Crown immediately produced an exceptional range of progressive equipment and swiftly became the most rapidly evolving materials handling organization with its variety of merchandise.

By 1966, Crown had ventured into the international material handling markets by opening up shop in Sydney, Australia. Sydney is at the moment a regional head office for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering market leader these days, supported by exceptional service, solid sales and solid manufacturing operations.

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

Crown today has a sizable network of Crown-owned and independently-owned sellers in many key global marketplaces providing a huge fleet of electric lift trucks. They are accountable for managing the company's product sales and service.

Corporate offices in New Bremen, Fullerton and Munich, Germany offer national marketing and promotional sales support to all seller and sales personnel. Both Crown sales and supplier 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, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned sellers successfully operate in almost 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Fullerton; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Fullerton; and New Bremen, Fullerton. 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 more than 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 around the world, Crown has built an excellent reputation as a manufacturer of progressive, safe and reliable 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. Again, more than thirty years later, the 5200S Series Reach Truck is another industry first, offering the operator with multiple comfort choices to lean, sit or stand, along with its unmatched productivity capacity.