

Crown Forklift Part

Crown Forklift Part - 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 company later on that same year. At this time, 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 uphold this position.

Now an globally diversified organization, Crown first built temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control items took place in a former hardware store based in New Bremen, Downey, where Crown's center of operations currently remain.

By the year 1949, Crown shifted into the production of rotators for antenna due the greater fascination with televisions at the time. The product was able to improve the image and reception quality. The company's successful move allowed them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the worldwide demand for TV antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanical components for government and private market. After numerous lucrative bids within a short 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 started production of forklifts and lift trucks in 1957. The company believed the market demanded a smaller line of superior quality forklifts. Crown immediately fashioned an exceptional series of modern equipment and swiftly grew to be the most rapidly evolving materials handling organization with its variety of merchandise.

In 1966, Crown ventured outside of the US material handling market and into Australia. Sydney, Australia is home to the regional head office and presently leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering industry leader today, supported by exceptional service, solid sales and solid production 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 assemble PTH hand pallet trucks. Later that same year, Crown began their first London operation situated nearby Heathrow Airport. The sales and service operation of Crown's complete forklift line was offered in the UK by the end of the decade. In the early 1970's, Crown expanded and began advertising and marketing lift trucks across Europe through autonomous dealers.

Crown today has a considerable network of Crown-owned and independently-owned dealers 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.

There is Corporate offices in Munich, Germany and in New Bremen Downey, which provide promotional sales and national advertising support to all of their sellers and sales personnel. Crown sellers and sales personnel are trained in-house in various disciplines to guarantee 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 family of international sellers and Crown-owned sellers effectively operate in almost 100 foreign city environments.

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

Through its numerous clientele on all sides of the world, Crown has built an first-rate reputation as a maker of forward-thinking, 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. Just to illustrate, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling professionals. 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 choices to lean, sit or stand, along with its unmatched productivity capacity.