

Crown Forklift Part

Crown Forklift Parts - The Crown corporation 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 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 family to continue this position.

Crown first started with a small clientele developing 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, Orange, where Crown's head office currently remain.

In 1949, responding to the public's increasing interest in television, Crown moved into the making of antenna rotators. This product was utilized to improve TV reception and image quality. The company's lucrative move enabled them to become a leading maker of units until 2001. The company ceased production in October after a decline in the global need for television antenna rotators.

Crown soon diversified its production to include the restoration of mechanical and electrical components for private and government use in the early 1950's. Following a number of successful bids within a brief period of time, the company had built a highly regarded business in this field.

With such flexibility and achievement, 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 industry demanded a smaller line of top-quality quality lift trucks. Crown promptly produced an exceptional series of modern equipment and swiftly became the most rapidly evolving materials handling organization with its assortment of products.

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 these days, supported by exceptional operations, solid sales and strong production operations.

Two years later, Crown had moved into the European markets by buying up an Irish manufacturing facility from a German Company, Steinbock. There they started to build PTH hand pallet trucks. Later on that same year, Crown began their first London operation stationed close by Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was offered in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing and advertising lift trucks across Europe through independent sellers.

These days, Crown manufactures a massive fleet of electric forklifts. The company's vendor network, situated in key global markets, consists of both Crown-owned and independently-owned dealers. They are responsible for managing the company's product sales and service.

Corporate offices in New Bremen, Orange and Munich, Germany provide national marketing and promotional sales support to all dealer and sales personnel. Both Crown sales and dealer personnel are factory- trained in all disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental dealers and Crown-owned dealers successfully operate in almost 100 overseas city environments.

The 6 USA production locations for Crown include New Bremen, Orange; New Knoxville, Orange; Fort Loramie, Orange; Celina, Orange; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, building lift trucks in Sydney, Australia ever 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 outstanding reputation as a manufacturer of forward-thinking, safe and reliable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain credit for modernization and top design excellence. To provide an example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has gained widespread 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 original, offering the operator with multiple comfort options to lean, sit or stand, along with its unparalleled productivity capacity.