

Crown Forklift Part

Crown Forklift Part - 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 that year. Currently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President at the moment, becoming the fourth generation of the Dicke family to maintain this position.

Crown initially started 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, Stockton, where Crown's head office presently remain.

In 1949, responding to the public's mounting fascination with television, Crown shifted into the assembly of antenna rotators. This product was utilized to improve television reception and image quality. The company's profitable move enabled them to become a leading producer of units until 2001. The company ceased production in October after a decline in the worldwide need for TV antenna rotators.

In the early 1950's Crown diversified into the production and restoration of electronic and mechanized machinery for government and private market. After numerous profitable bids within a brief period of time, the company had built a respectable business in this field.

With such adaptability and success, Crown was able to expand its production to incorporate material handling equipment. Crown began the assembly of forklifts and lift trucks in 1957. The organization believed the market needed a smaller line of first-class quality forklifts. Crown promptly produced an exceptional series of modern equipment and swiftly grew to be the most rapidly evolving material handling company with its variety of products.

In 1966, Crown ventured outside of the US materials handling market and into Australia. Sydney, Australia is home to the regional headquarters and presently leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering market leader these days, supported by exceptional service, solid sales and solid production operations.

Two years later, Crown had moved into the European markets by buying up an Irish manufacturing plant from a German Company, Steinbock. There they started to make PTH hand pallet trucks. Later that same year, Crown began their first London operation situated near Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was available 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 independent sellers.

Crown at present has a huge network of Crown-owned and independently-owned sellers in various key global markets delivering a vast fleet of electric lift trucks. They are responsible for managing the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Stockton, which provide promotional sales and nationwide marketing support to all of their dealers and sales personnel. Crown sellers and sales personnel are trained in-house in various disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of international dealers and Crown-owned sellers successfully operate in nearly 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, Stockton; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Stockton; and New Bremen, Stockton. Serving their growing foreign markets, Crown has manufacturing 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 over 30 locations in the USA. International branch sales and service center operations consist of locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Crown has earned a successful status as a reliable, safe and forward-thinking company by satisfied customers worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design superiority and innovation. 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 gained popular 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 multiple comfort choices to lean, sit or stand, along with its unparalleled productivity capacity.