

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 company later that same year. At this time, 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 descendants to continue this position.

Crown in the beginning started with a small clientele developing temperature controls that they manufactured for coal burning furnaces. The assembly of these control units took place in a former hardware store located in New Bremen, Santa Maria, where Crown's headquarters presently remain.

In 1949, responding to the public's increasing fascination with television, Crown moved into the assembly of antenna rotators. This product was used to enhance TV reception and image quality. The company's profitable move allowed them to become a leading maker of units until 2001. The company ceased production in October after a decline in the worldwide need for TV antenna rotators.

Crown soon diversified its manufacturing to bring in the repair of mechanical and electrical components for private and government use in the early 1950's. Following several profitable bids inside a short period of time, the company had developed a respectable business in this field.

Versatility and success dominated Crown's capability to diversify once again. In 1957, production into the materials handling industry started with forklift manufacturing. The organization believed the industry demanded a smaller line of first-class quality lift trucks. Crown immediately produced an exceptional series of contemporary equipment and swiftly became the most rapidly evolving materials handling company with its assortment of products.

By 1966, Crown had ventured into the overseas materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is currently a regional head office for Crown for all Pacific Asian sales, marketing and advertising, and services. Crown remains an unwavering market leader today, supported by exceptional service, solid sales and strong manufacturing 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 began to construct 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 forklift line was offered 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 considerable network of Crown-owned and independently-owned dealers in many key worldwide markets providing a vast fleet of electric lift trucks. They are responsible for managing the company's product sales and service.

Corporate offices in New Bremen, Santa Maria and Munich, Germany offer nationwide marketing and promotional sales support to all seller and sales personnel. Both Crown sales and seller personnel are factory- trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned dealers effectively operate in nearly 100 overseas city environments.

The 6 USA production locations for Crown include New Bremen, Santa Maria; New Knoxville, Santa Maria; Fort Loramie, Santa Maria; Celina, Santa Maria; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing 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 more than 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 dependable, safe and forward-thinking company by fulfilled customers worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design superiority and modernization. For instance, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling professionals. Today, this design has gained common 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 many comfort choices to lean, sit or stand, along with its unparalleled output capacity.