

Crown Forklift Part

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown corporation in 1945. Carl's son, James F. Dicke joined the family business later that year. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President today, becoming the fourth generation of the Dicke family to uphold 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 units took place in a former hardware store located in New Bremen, Chandler, where Crown's head office currently remain.

In 1949, responding to the public's mounting fascination with TV, Crown shifted into the making of antenna rotators. This product was used to enhance television reception and picture 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 mechanized machinery for government and private market. Following numerous profitable bids within a short period of time, the company had developed a respectable business in this field.

With such adaptability and achievement, Crown was able to expand its production to embrace material handling equipment. Crown started the assembly of forklifts and lift trucks in 1957. The organization believed the industry demanded a smaller line of top-quality quality forklifts. Crown quickly created an exceptional range of modern equipment and swiftly became the most rapidly evolving material handling company with its range of merchandise.

In 1966, Crown ventured outside of the US material handling market and into Australia. Sydney, Australia is home to the regional center of operations and currently leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering market leader today, supported by exceptional service, solid sales and strong 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 assemble PTH hand pallet trucks. Later on that same year, Crown started their first London operation stationed close by Heathrow Airport. The sales and service operation of Crown's complete lift truck line was available in the UK by the end of the decade. In the early 1970's, Crown expanded and began advertising and marketing forklifts across Europe through autonomous sellers.

Crown at present has a huge network of Crown-owned and independently-owned sellers in various key international 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 Chandler, which offer promotional sales and nationwide advertising support to all of their dealers and sales personnel. Crown dealers 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 provides purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of international sellers and Crown-owned sellers successfully operate in nearly 100 foreign city environments.

The 6 USA manufacturing locations for Crown include New Bremen, Chandler; New Knoxville, Chandler; Fort Loramie, Chandler; Celina, Chandler; 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 around the world, Crown has built an outstanding reputation as a producer of progressive, safe and dependable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain recognition for innovation and top design excellence. Just to illustrate, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling experts. 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 market first, offering the operator with multiple comfort alternatives to lean, sit or stand, along with its unequaled productivity capacity.