

Crown Forklift Parts

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 business later on that same year. At present, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President these days, becoming the fourth generation of the Dicke family to continue this position.

Crown initially began with a small clientele producing temperature controls that they manufactured for coal burning furnaces. The assembly of these control items took place in a former hardware store located in New Bremen, Odessa, where Crown's head office presently remain.

In 1949, responding to the public's mounting interest in TV, Crown moved into the production of antenna rotators. This product was utilized to enhance television reception and picture quality. The company's successful move allowed them to become a leading maker of units until 2001. The company ceased production in October after a decline in the worldwide demand for TV antenna rotators.

Crown soon diversified its manufacturing to bring in the repair of mechanized and electrical components for private and government use in the early 1950's. Following a number of profitable bids inside a brief period of time, the company had built a reputable business in this field.

With such versatility and success, Crown was able to diversify its production to include material handling equipment. Crown started production of forklifts and lift vehicles in 1957. The company believed the market required a smaller line of top-quality quality lift trucks. Crown quickly created an exceptional range of modern equipment and swiftly grew to be the most rapidly evolving materials handling organization with its variety of merchandise.

By 1966, Crown had ventured into the foreign materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is now a regional headquarters for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader these days, 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 production plant from a German Company, Steinbock. There they began to construct PTH hand pallet trucks. Later that same year, Crown started their first London operation situated close by Heathrow Airport. The sales and service operation of Crown's complete forklift line was available in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing lift trucks across Europe through autonomous dealers.

Crown these days has a large network of Crown-owned and independently-owned dealers in many key global markets offering a huge fleet of electric forklifts. They are accountable for handling the company's product sales and service.

Corporate offices in New Bremen, Odessa and Munich, Germany offer national marketing and promotional sales support to all dealer and sales personnel. Both Crown sales and supplier 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, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of global dealers and Crown-owned sellers successfully operate in almost 100 overseas city environments.

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

Through its numerous clientele on all sides of 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 modernization and top design excellence. Just to illustrate, 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 popular 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 first, providing the operator with multiple comfort options to lean, sit or stand, along with its unmatched productivity capacity.