

Crown Forklift Part

Crown Forklift Parts - 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 company 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 Head at the moment, becoming the fourth generation of the Dicke descendants to continue this position.

Now an internationally diversified company, Crown first created temperature controls for coal burning furnaces, servicing a small clientele. The assembly of these control units took place in a former hardware store based in New Bremen, Visalia, where Crown's center of operations presently remain.

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

In the early 1950's Crown diversified into the production and restoration of electronic and mechanized components for government and private industry. After several successful bids within a brief period of time, the company had built a highly regarded business in this field.

With such versatility and success, Crown was able to expand its production to incorporate material handling equipment. Crown started the assembly of forklifts and lift trucks in 1957. The company believed the market required a smaller line of top-quality quality forklifts. Crown quickly produced an exceptional range of modern equipment and swiftly evolved into the most rapidly evolving material handling company with its collection of products.

By 1966, Crown had ventured into the overseas materials handling markets by opening up shop in Sydney, Australia. Sydney is at the moment a regional headquarters for Crown for all Pacific Asian sales, marketing and advertising, and services. Crown remains an unwavering market leader today, supported by exceptional operations, solid sales and strong production operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish manufacturing plant from a German Company, Steinbock. There they began to assemble PTH hand pallet trucks. Later that same year, Crown started their first London operation situated nearby Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was accessible 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 autonomous dealers.

Crown these days has a sizable network of Crown-owned and independently-owned dealers in many key global markets delivering a vast fleet of electric lift trucks. They are accountable for handling the company's product sales and service.

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

The 6 USA production locations for Crown consist of New Bremen, Visalia; New Knoxville, Visalia; Fort Loramie, Visalia; Celina, Visalia; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, 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 consist of 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 excellent reputation as a maker of forward-thinking, safe and dependable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit 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 materials handling professionals. Today, this design has acquired common 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 several comfort alternatives to lean, sit or stand, along with its unmatched productivity capability.