

Crown Forklift Parts

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 business later that same 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 descendants to continue this position.

Crown first began 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 located in New Bremen, Pasadena, where Crown's head office presently remain.

By the year 1949, Crown shifted into the making of rotators for antenna due the greater fascination with televisions at the time. The product was proficient at improving the picture and reception quality. The company's successful move enabled 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.

In the early 1950's Crown diversified into the production and restoration of electronic and mechanized parts for government and private market. Following a number of successful bids within a short period of time, the company had developed a respectable business in this field.

With such versatility and achievement, Crown was able to expand its production to incorporate materials handling equipment. Crown began production of forklifts and lift trucks in 1957. The organization believed the market required a smaller line of superior quality forklifts. Crown quickly produced an exceptional range of progressive equipment and swiftly evolved into the most rapidly evolving materials handling organization with its assortment of merchandise.

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

Two years later, Crown had moved into the European marketplaces by buying up an Irish production facility from a German Company, Steinbock. There they started to assemble PTH hand pallet trucks. Later that same year, Crown began their first London operation situated 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 marketing and advertising lift trucks across Europe through autonomous dealers.

Currently, Crown manufactures a huge fleet of electric lift trucks. The company's supplier network, stationed in key global markets, consists of both Crown-owned and independently-owned sellers. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Pasadena and Munich, Germany offer nationwide marketing and promotional sales support to all dealer and sales personnel. Both Crown sales and seller 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 intercontinental sellers and Crown-owned dealers successfully operate in almost 100 foreign city environments.

The 6 USA production locations for Crown include New Bremen, Pasadena; New Knoxville, Pasadena; Fort Loramie, Pasadena; Celina, Pasadena; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, making 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 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 progressive, 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. To provide an example, 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 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 original, providing the operator with multiple comfort options to lean, sit or stand, along with its unequaled output capacity.