

Crown Forklift Part

Crown Forklift Part - 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 company later on that year. Currently, 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 maintain this position.

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

By the year 1949, Crown shifted into the making of rotators for antenna due the greater interest in televisions at the time. The product was proficient at improving the image and reception 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 demand for television antenna rotators.

Crown before long diversified its production to incorporate the restoration of mechanized and electrical components for private and government use in the early 1950's. After numerous lucrative bids inside a short period of time, the company had built a highly regarded business in this field.

With such flexibility and success, Crown was able to expand its production to embrace materials handling equipment. Crown started the assembly of forklifts and lift vehicles in 1957. The company believed the market needed a smaller line of superior quality forklifts. Crown immediately created an exceptional range of contemporary equipment and swiftly evolved into the most rapidly evolving materials handling organization with its range of products.

By 1966, Crown had ventured into the overseas material handling marketplaces by opening up shop in Sydney, Australia. Sydney is currently a regional center of operations for Crown for all Pacific Asian sales, advertising and marketing, 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 production plant from a German Company, Steinbock. There they started to assemble PTH hand pallet trucks. Later that same year, Crown started their first London operation located nearby Heathrow Airport. The sales and service operation of Crown's complete lift truck line was accessible 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.

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

There is Corporate facilities in Munich, Germany and in New Bremen Carlsbad, which offer promotional sales and nationwide marketing support to all of their dealers and sales personnel. Crown dealers 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 offers purchasing, marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of international dealers and Crown-owned dealers successfully operate in nearly 100 overseas city environments.

The 6 USA manufacturing locations for Crown include New Bremen, Carlsbad; New Knoxville, Carlsbad; Fort Loramie, Carlsbad; Celina, Carlsbad; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, making 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 include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Crown has earned a profitable reputation as a reliable, safe and forward-thinking organization by happy customers worldwide. The company has earned over 50 distinguished design awards and the Crown products continue to attain recognition for top design brilliance and innovation. Just to illustrate, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has acquired 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 industry first, providing the operator with multiple comfort choices to lean, sit or stand, along with its unequaled productivity capacity.