

## Crown Forklift Parts

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. Presently, 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 uphold this position.

Now an internationally diversified organization, Crown initially created temperature controls for coal burning furnaces, servicing a small client base. The production of these control units took place in a former hardware store stationed in New Bremen, Denton, where Crown's head office currently remain.

In 1949, responding to the public's mounting interest in television, Crown shifted into the assembly of antenna rotators. This product was utilized to improve television reception and image quality. The company's lucrative 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.

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

With such flexibility and success, Crown was able to diversify its production to include materials handling equipment. Crown began the manufacture of forklifts and lift trucks in 1957. The organization believed the market needed a smaller line of first-class quality lift trucks. Crown immediately produced an exceptional range of progressive equipment and swiftly evolved into the most rapidly evolving material handling company with its variety of merchandise.

By 1966, Crown had ventured into the international material handling marketplaces 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 industry leader these days, supported by exceptional operations, solid sales and solid 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 assemble PTH hand pallet trucks. Later on that same year, Crown started their first London operation stationed near Heathrow Airport. The sales and service operation of Crown's comprehensive 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 forklifts across Europe through independent dealers.

Today, Crown manufactures a massive fleet of electric lift trucks. The company's vendor 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 offices in Munich, Germany and in New Bremen Denton, which provide promotional sales and nationwide marketing 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 offers purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental sellers and Crown-owned dealers successfully operate in almost 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, Denton; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Denton; and New Bremen, Denton. Serving their growing foreign markets, Crown has production facilities 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 more than 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 status as a dependable, safe and progressive organization by fulfilled customers worldwide. The company has earned over 50 distinguished design awards and the Crown goods continue to attain recognition for top design brilliance and innovation. For instance, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has gained widespread 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.