

Crown Forklift Part

Crown Forklift Part - 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 company later 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 continue this position.

Now an globally diversified company, Crown originally manufactured temperature controls for coal burning furnaces, servicing a small client base. The production of these control units took place in a former hardware store based in New Bremen, Kent, where Crown's headquarters presently remain.

In 1949, responding to the public's increasing fascination with television, Crown moved into the making of antenna rotators. This product was utilized to improve television reception and picture 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 worldwide demand for television antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanical machinery for government and private industry. After a number of lucrative bids within 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 incorporate materials handling equipment. Crown began production of forklifts and lift vehicles in 1957. The company believed the industry demanded a smaller line of superior quality lift trucks. Crown immediately fashioned an exceptional series of progressive equipment and swiftly grew to be the most rapidly evolving materials handling company with its variety of merchandise.

By 1966, Crown had ventured into the foreign material handling markets by opening up shop in Sydney, Australia. Sydney is currently 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 service, solid sales and solid production operations.

In 1968, Crown established itself in the European market by obtaining an Irish manufacturing facility from its parent company, Steinbock, who was a German firm. They started to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown began their first London operation stationed near 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 advertising and marketing lift trucks across Europe through autonomous dealers.

Crown at present has a huge network of Crown-owned and independently-owned dealers in various key global marketplaces delivering a huge fleet of electric lift trucks. They are accountable for handling the company's product sales and service.

Corporate offices in New Bremen, Kent and Munich, Germany offer national advertising and promotional sales support to all dealer and sales personnel. Both Crown sales and dealer personnel are factory- trained in all disciplines to ensure 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 intercontinental sellers and Crown-owned sellers successfully operate in nearly 100 foreign city environments.

The 6 USA production locations for Crown include New Bremen, Kent; New Knoxville, Kent; Fort Loramie, Kent; Celina, Kent; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, building lift trucks 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 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 producer 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 recognition for modernization and top design excellence. For example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling experts. 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 industry first, offering the operator with multiple comfort options to lean, sit or stand, along with its unmatched productivity capacity.