

Crown Forklift Part

Crown Forklift Part - Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown business in 1945. Carl's son, James F. Dicke joined the family company later on that year. At present, 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.

Now an internationally diversified organization, Crown first manufactured temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control items took place in a former hardware store based in New Bremen, El Monte, where Crown's center of operations presently remain.

By the year 1949, Crown moved into the construction of rotators for antenna due the greater interest in televisions at the time. The product was able to improve the picture and signal quality. The company's profitable move enabled 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 soon diversified its production to include the restoration of mechanical and electrical components for private and government use in the early 1950's. Following several profitable bids inside a brief period of time, the company had built a highly regarded business in this field.

Versatility and achievement dominated Crown's ability to diversify once again. In 1957, production into the material handling industry started with lift truck production. The organization believed the market demanded a smaller line of first-class quality forklifts. Crown quickly produced an exceptional range of modern equipment and swiftly grew to be the most rapidly evolving material handling company with its collection of products.

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

In 1968, Crown established itself in the European market by acquiring an Irish manufacturing plant from its parent company, Steinbock, who was a German firm. They began to manufacture Crown's (PTH), hand pallet trucks. Later that same year, Crown began their first London operation located nearby Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was offered in the UK by the end of the decade. In the early 1970's, Crown expanded and began advertising and marketing forklifts across Europe through independent sellers.

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

Corporate offices in New Bremen, El Monte and Munich, Germany offer national advertising and promotional sales support to all seller and sales personnel. Both Crown sales and seller personnel are factory- trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental dealers and Crown-owned sellers effectively operate in nearly 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, El Monte; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, El Monte; and New Bremen, El Monte. Serving their growing overseas markets, Crown has manufacturing 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 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.

Crown has earned a profitable reputation as a consistent, trustworthy and forward-thinking company by contented consumers worldwide. The company has earned over 50 distinguished design awards and the Crown products continue to attain recognition for top design superiority and innovation. For example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling specialists. Today, this design has gained 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 many comfort alternatives to lean, sit or stand, along with its unmatched output capability.