

Crown Forklift Part

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown corporation in 1945. Carl's son, James F. Dicke joined the family company later on that year. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head at the moment, becoming the fourth generation of the Dicke family to continue this position.

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

In 1949, responding to the public's growing interest in TV, Crown shifted into the assembly of antenna rotators. This product was used to enhance television reception and image quality. The company's successful move enabled them to become a leading producer of units until 2001. The company ceased production in October after a decline in the global need for television antenna rotators.

Crown soon diversified its manufacturing to bring in the repair of mechanized and electrical components for private and government use in the early 1950's. Following several lucrative bids within a short 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 materials handling industry started with lift truck production. The company believed the market required a smaller line of top-quality quality forklifts. Crown quickly created an exceptional series of progressive equipment and swiftly grew to be the most rapidly evolving material handling organization with its collection of merchandise.

By 1966, Crown had ventured into the foreign materials handling markets by opening up shop in Sydney, Australia. Sydney is now a regional center of operations for Crown for all Pacific Asian sales, marketing, and services. Crown remains an unwavering market leader these days, supported by exceptional operations, solid sales and strong production operations.

In 1968, Crown established itself in the European marketplace by obtaining an Irish production plant from its parent company, Steinbock, who was a German firm. They began to manufacture Crowns' (PTH), hand pallet trucks. Later that same year, Crown began their first London operation located near Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was offered 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 independent sellers.

Crown at present has a huge network of Crown-owned and independently-owned dealers in various key global markets delivering a vast fleet of electric forklifts. They are responsible for managing the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen McAllen, which offer promotional sales and nationwide advertising support to all of their dealers and sales personnel. Crown sellers and sales personnel are trained in-house in many disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of global dealers and Crown-owned dealers successfully operate in nearly 100 overseas city environments.

The 6 USA production locations for Crown include New Bremen, McAllen; New Knoxville, McAllen; Fort Loramie, McAllen; Celina, McAllen; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing forklifts 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 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 reliable, safe and forward-thinking company by fulfilled consumers worldwide. The company has earned over 50 distinguished design awards and the Crown products continue to attain recognition for top design superiority and modernization. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling specialists. 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 several comfort alternatives to lean, sit or stand, along with its unequaled productivity capability.