

Crown Forklift Part

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

Crown initially began with a small client base developing 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, Round Rock, where Crown's center of operations currently remain.

In 1949, responding to the public's increasing appeal of the television, Crown moved into the assembly of antenna rotators. This product was utilized to improve TV reception and image quality. The company's successful move allowed them to become a leading maker of units until 2001. The company ceased production in October after a decline in the global need for television antenna rotators.

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanized machinery for government and private industry. Following a number of successful bids within a short period of time, the company had developed a respectable business in this field.

Adaptability and success dominated Crown's capability to diversify once again. In 1957, production into the materials handling market began with forklift manufacturing. The company believed the industry needed a smaller line of first-class quality lift trucks. Crown quickly produced an exceptional range of modern equipment and swiftly grew to be the most rapidly evolving materials handling company with its range of products.

In 1966, Crown ventured outside of the US materials handling marketplace and into Australia. Sydney, Australia is home to the regional headquarters and currently leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering market leader today, supported by exceptional operations, solid sales and solid manufacturing operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish manufacturing facility from a German Company, Steinbock. There they started to build PTH hand pallet trucks. Later that same year, Crown began their first London operation stationed 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 and advertising lift trucks across Europe through autonomous sellers.

These days, Crown manufactures an enormous fleet of electric lift trucks. The company's vendor network, located in key international markets, consists of both Crown-owned and independently-owned sellers. They are accountable for handling the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Round Rock, which offer promotional sales and national marketing support to all of their sellers and sales personnel. Crown sellers 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 provides purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of international sellers and Crown-owned dealers effectively operate in almost 100 foreign city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Round Rock; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Round Rock; and New Bremen, Round Rock. Serving their expanding foreign 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 include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Through its numerous clientele on all sides of the world, Crown has built an first-rate reputation as a manufacturer of progressive, safe and dependable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit 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 specialists. Today, this design has acquired common 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 market first, providing the operator with many comfort choices to lean, sit or stand, along with its unmatched productivity capacity.