

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 that same 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 uphold this position.

Crown initially started with a small clientele producing temperature controls that they manufactured for coal burning furnaces. The production of these control units took place in a former hardware store stationed in New Bremen, El Paso, where Crown's headquarters currently remain.

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

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanized parts for government and private industry. Following a number of successful bids inside a brief period of time, the company had built a reputable 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 organization believed the market needed a smaller line of top-quality quality lift trucks. Crown promptly fashioned an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving materials handling company with its range of merchandise.

By 1966, Crown had ventured into the overseas material handling marketplaces by opening up shop in Sydney, Australia. Sydney is at this time a regional head office for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader these days, supported by exceptional operations, solid sales and strong production 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 make PTH hand pallet trucks. Later on 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 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 independent dealers.

Crown today has a sizable network of Crown-owned and independently-owned sellers in many key international marketplaces offering a huge fleet of electric forklifts. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, El Paso and Munich, Germany offer national advertising and promotional sales support to all supplier 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, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of global sellers and Crown-owned sellers effectively operate in nearly 100 overseas city environments.

The 6 USA manufacturing locations for Crown consist of New Bremen, El Paso; New Knoxville, El Paso; Fort Loramie, El Paso; Celina, El Paso; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, building forklifts 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.

Through its numerous clientele on all sides of the world, Crown has built an outstanding reputation as a producer of progressive, safe and dependable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain credit for innovation and top design excellence. For instance, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling experts. Today, this design has acquired general 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 unequaled productivity capacity.