

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. At this time, 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 descendants to uphold this position.

Now an globally diversified company, Crown originally created temperature controls for coal burning furnaces, servicing a small clientele. The production of these control units took place in a former hardware store based in New Bremen, Dallas, where Crown's center of operations presently remain.

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

Crown before long diversified its production to incorporate the restoration of mechanical and electrical components for private and government use in the early 1950's. After numerous profitable bids inside a short period of time, the company had built a respectable business in this field.

Versatility and success 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 industry required a smaller line of first-class quality forklifts. Crown quickly produced an exceptional series of contemporary equipment and swiftly evolved into the most rapidly evolving material handling organization with its variety of merchandise.

By 1966, Crown had ventured into the overseas materials handling markets by opening up shop in Sydney, Australia. Sydney is at this time a regional headquarters for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader these days, supported by exceptional service, solid sales and solid 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 began to make PTH hand pallet trucks. Later that same year, Crown started their first London operation situated near Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing and advertising forklifts across Europe through autonomous sellers.

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

Corporate offices in New Bremen, Dallas and Munich, Germany provide national advertising and promotional sales support to all dealer and sales personnel. Both Crown sales and seller personnel are factory- trained in all disciplines to guarantee 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 intercontinental dealers 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, Dallas; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Dallas; and New Bremen, Dallas. Serving their growing 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 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.

Through its numerous clientele on all sides of the world, Crown has built an first-rate reputation as a producer of forward-thinking, safe and dependable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain recognition for modernization and top design excellence. Just to illustrate, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials 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 original, providing the operator with multiple comfort choices to lean, sit or stand, along with its unmatched productivity capacity.