

Crown Forklift Part

Crown Forklift Part - 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 on that same 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 uphold this position.

Crown first began with a small clientele developing temperature controls that they manufactured for coal burning furnaces. The assembly of these control units took place in a former hardware store stationed in New Bremen, Laredo, where Crown's headquarters currently remain.

By the year 1949, Crown moved into the construction of rotators for antenna due the greater fascination with televisions at the time. The product was able to improve the picture and signal quality. The company's profitable move allowed them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global demand for television antenna rotators.

In the early 1950's Crown diversified into the manufacturing and repair of electronic and mechanized parts for government and private market. After numerous successful 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 materials handling industry began with lift truck manufacturing. The organization believed the market required a smaller line of first-class quality forklifts. Crown immediately fashioned an exceptional series of modern equipment and swiftly grew to be the most rapidly evolving materials handling organization with its assortment of products.

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

Two years later, Crown had moved into the European markets by buying up an Irish manufacturing plant from a German Company, Steinbock. There they started to make PTH hand pallet trucks. Later that same year, Crown began their first London operation situated nearby Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was available 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 autonomous dealers.

Currently, Crown manufactures a huge fleet of electric forklifts. The company's vendor network, located in key international markets, consists of both Crown-owned and independently-owned dealers. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Laredo and Munich, Germany offer nationwide 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 functions for India, Africa, the Middle East along with Europe. The diverse family of global sellers and Crown-owned dealers successfully operate in nearly 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Laredo; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Laredo; and New Bremen, Laredo. Serving their expanding overseas markets, Crown has production 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 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 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. For instance, in the 1970's, Crown's launch 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. Once again, more than thirty years later, the 5200S Series Reach Truck is another market first, providing the operator with several comfort options to lean, sit or stand, along with its unparalleled productivity capability.