

Crown Forklift Part

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

Crown first started with a small clientele producing temperature controls that they manufactured for coal burning furnaces. The assembly of these control items took place in a former hardware store based in New Bremen, Tempe, where Crown's headquarters presently remain.

By the year 1949, Crown shifted into the construction of rotators for antenna due the increased interest in televisions at the time. The product was able to improve the image and reception quality. The company's successful move allowed them to become a leading producer 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 production and restoration of electronic and mechanized parts for government and private industry. Following numerous lucrative bids within a brief period of time, the company had developed a reputable business in this field.

Adaptability and achievement dominated Crown's capability to diversify once again. In 1957, production into the material handling market started with forklift production. The company believed the industry needed a smaller line of first-class quality lift trucks. Crown quickly created an exceptional series of modern equipment and swiftly grew to be the most rapidly evolving material handling organization with its range of merchandise.

By 1966, Crown had ventured into the foreign materials handling markets by opening up shop in Sydney, Australia. Sydney is at this time a regional center of operations for Crown for all Pacific Asian sales, marketing, and services. Crown remains an unwavering industry leader today, supported by exceptional operations, solid sales and solid manufacturing operations.

In 1968, Crown established itself in the European marketplace by purchasing an Irish production facility from its parent company, Steinbock, who was a German firm. They began to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown started their first London operation situated close by Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was available 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 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 accountable for managing the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Tempe, which offer promotional sales and nationwide marketing support to all of their dealers and sales personnel. Crown dealers and sales personnel are trained in-house in many 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 functions for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned sellers successfully operate in almost 100 foreign city environments.

The 6 USA production locations for Crown include New Bremen, Tempe; New Knoxville, Tempe; Fort Loramie, Tempe; Celina, Tempe; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, making 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 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.

Crown has earned a profitable status as a consistent, trustworthy and forward-thinking organization by satisfied consumers worldwide. The company has earned over 50 distinguished design awards and the Crown products continue to attain recognition for top design superiority and innovation. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling professionals. Today, this design has gained 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 industry original, offering the operator with multiple comfort alternatives to lean, sit or stand, along with its unequaled productivity capability.