

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 on that same year. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President these days, becoming the fourth generation of the Dicke descendants to maintain this position.

Crown initially began 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, Gilbert, where Crown's head office currently remain.

In 1949, responding to the public's mounting interest in TV, Crown moved into the making of antenna rotators. This product was used to enhance television reception and picture quality. The company's lucrative move enabled them to become a leading maker of units until 2001. The company ceased production in October after a decline in the worldwide need for TV antenna rotators.

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanical components for government and private market. Following several lucrative bids within a brief period of time, the company had developed a respectable business in this field.

Versatility and achievement dominated Crown's ability to diversify once again. In 1957, production into the material handling market began with lift truck manufacturing. The company believed the market required a smaller line of top-quality quality forklifts. Crown promptly fashioned an exceptional series of progressive equipment and swiftly became the most rapidly evolving materials handling company with its collection 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 presently leads Crown's Asia Pacific service, sales and marketing and advertising teams. Crown remains an unwavering industry leader today, supported by exceptional service, solid sales and strong production operations.

In 1968, Crown established itself in the European market by obtaining an Irish production plant from its parent company, Steinbock, who was a German firm. They started to manufacture Crowns' (PTH), hand pallet trucks. Later that same year, Crown started their first London operation located 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 marketing and advertising forklifts across Europe through independent dealers.

Crown these days has a large network of Crown-owned and independently-owned sellers in various key global marketplaces providing a vast fleet of electric forklifts. They are responsible for managing the company's product sales and service.

Corporate offices in New Bremen, Gilbert and Munich, Germany offer national advertising and promotional sales support to all seller 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, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of intercontinental sellers and Crown-owned sellers effectively operate in almost 100 foreign city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Gilbert; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Gilbert; and New Bremen, Gilbert. 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 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 forward-thinking, safe and dependable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain recognition for modernization and top design excellence. To provide an example, 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 industry first, providing the operator with many comfort alternatives to lean, sit or stand, along with its unparalleled productivity capability.