

Crown Forklift Parts

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 that same year. Currently, 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 uphold this position.

Now an internationally diversified organization, Crown initially manufactured temperature controls for coal burning furnaces, servicing a small clientele. The production of these control units took place in a former hardware store located in New Bremen, Plano, where Crown's headquarters currently remain.

In 1949, responding to the public's rising fascination with TV, Crown moved into the production of antenna rotators. This product was used to enhance TV reception and image quality. The company's successful move enabled them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global demand for TV antenna rotators.

In the early 1950's Crown diversified into the production and repair of electronic and mechanized machinery for government and private industry. Following numerous profitable bids within a short period of time, the company had developed a reputable business in this field.

Versatility and success 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 needed a smaller line of top-quality quality forklifts. Crown quickly produced an exceptional series of progressive equipment and swiftly became the most rapidly evolving material handling company with its collection of products.

By 1966, Crown had ventured into the foreign material handling marketplaces 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 advertising, 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 production plant from a German Company, Steinbock. There they began to make PTH hand pallet trucks. Later on that same year, Crown began their first London operation situated nearby Heathrow Airport. The sales and service operation of Crown's complete 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 lift trucks across Europe through independent dealers.

Today, Crown manufactures a vast 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 managing the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Plano, 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 numerous disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental dealers and Crown-owned sellers effectively operate in nearly 100 overseas city environments.

The 6 USA production locations for Crown include New Bremen, Plano; New Knoxville, Plano; Fort Loramie, Plano; Celina, Plano; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, making forklifts in Sydney, Australia ever 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 excellent reputation as a maker of progressive, safe and reliable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain recognition 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 material handling professionals. Today, this design has gained 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 first, providing the operator with multiple comfort choices to lean, sit or stand, along with its unequaled productivity capability.