

## 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 business 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 continue this position.

Now an internationally diversified company, Crown first manufactured 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, Corpus Christi, where Crown's head office presently remain.

In 1949, responding to the public's increasing fascination with television, Crown shifted into the assembly of antenna rotators. This product was used to enhance television reception and image quality. The company's lucrative move allowed 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.

In the early 1950's Crown diversified into the production and restoration of electronic and mechanized parts for government and private industry. After a number of lucrative bids inside a short period of time, the company had built a respectable business in this field.

Flexibility and success dominated Crown's capability to diversify once again. In 1957, production into the materials handling industry began with lift truck manufacturing. The company believed the industry demanded a smaller line of top-quality quality forklifts. Crown quickly fashioned an exceptional series of contemporary equipment and swiftly grew to be the most rapidly evolving materials handling organization with its collection of merchandise.

By 1966, Crown had ventured into the international material handling marketplaces by opening up shop in Sydney, Australia. Sydney is at the moment a regional head office for Crown for all Pacific Asian sales, marketing, and services. Crown remains an unwavering industry leader these days, supported by exceptional operations, solid sales and solid production operations.

In 1968, Crown established itself in the European market by acquiring an Irish production facility from its parent company, Steinbock, who was a German firm. They began to manufacture Crown's (PTH), hand pallet trucks. Later that same year, Crown started their first London operation stationed nearby Heathrow Airport. The sales and service operation of Crown's complete lift truck 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.

These days, Crown manufactures a vast fleet of electric lift trucks. The company's vendor network, located in key global 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, Corpus Christi and Munich, Germany provide national marketing and promotional sales support to all dealer and sales personnel. Both Crown sales and dealer 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 international sellers and Crown-owned dealers successfully operate in nearly 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, Corpus Christi; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Corpus Christi; and New Bremen, Corpus Christi. Serving their growing foreign 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 over 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 distinguished design awards and the products that Crown develops continues to attain recognition for innovation and top design excellence. Just to illustrate, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling experts. Today, this design has gained 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 original, providing the operator with many comfort choices to lean, sit or stand, along with its unequaled output capability.