

## Crown Forklift Part

Crown Forklift Parts - The Crown corporation 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. 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 descendants to continue this position.

Now an internationally diversified corporation, Crown first fabricated temperature controls for coal burning furnaces, servicing a small clientele. The assembly of these control units took place in a former hardware store based in New Bremen, Beaumont, where Crown's headquarters presently remain.

By the year 1949, Crown shifted into the making of rotators for antenna due the greater fascination with televisions at the time. The product was proficient at improving the image and signal 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 demand for TV antenna rotators.

In the early 1950's Crown diversified into the production and restoration of electronic and mechanical components for government and private industry. Following a number of profitable bids inside a short period of time, the company had developed a reputable business in this field.

Flexibility and success dominated Crown's ability to diversify once again. In 1957, production into the material handling market began with forklift manufacturing. The organization believed the market needed a smaller line of first-class quality forklifts. Crown promptly produced an exceptional series of contemporary equipment and swiftly evolved into the most rapidly evolving material handling organization with its assortment of products.

In 1966, Crown ventured outside of the US material handling market and into Australia. Sydney, Australia is home to the regional head office and currently leads Crown's Asia Pacific service, sales and marketing teams. 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 market by acquiring an Irish manufacturing plant from its parent company, Steinbock, who was a German firm. They began to manufacture Crowns' (PTH), hand pallet trucks. Later that same year, Crown started their first London operation situated near Heathrow Airport. The sales and service operation of Crown's complete forklift 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 independent dealers.

Today, Crown manufactures a vast fleet of electric lift trucks. The company's supplier network, stationed in key international markets, consists of both Crown-owned and independently-owned sellers. They are accountable for managing the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Beaumont, which provide promotional sales and national advertising 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 offers purchasing, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of international dealers and Crown-owned sellers effectively operate in almost 100 foreign city environments.

The 6 USA production locations for Crown consist of New Bremen, Beaumont; New Knoxville, Beaumont; Fort Loramie, Beaumont; Celina, Beaumont; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing 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 prominent design awards and the products that Crown develops continues to attain recognition for modernization and top design excellence. For example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has gained popular acceptance and earned a Design of the Decade award from the International Design Society of America. 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 unmatched productivity capacity.