

Crown Forklift Parts

Crown Forklift Part - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown corporation in 1945. Carl's son, James F. Dicke joined the family business later that year. At present, 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 family to continue this position.

Now an internationally diversified organization, Crown originally built temperature controls for coal burning furnaces, servicing a small clientele. The assembly of these control items took place in a former hardware store stationed in New Bremen, Vancouver, where Crown's headquarters currently remain.

In 1949, responding to the public's increasing fascination with television, Crown shifted into the production of antenna rotators. This product was used to enhance TV reception and picture quality. The company's profitable 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 repair of electronic and mechanical machinery for government and private industry. After a number of lucrative bids within a short period of time, the company had developed a highly regarded business in this field.

With such flexibility and success, Crown was able to expand its production to embrace materials handling equipment. Crown began the assembly of forklifts and lift vehicles in 1957. The company believed the market needed a smaller line of first-class quality lift trucks. Crown quickly fashioned an exceptional range of progressive equipment and swiftly evolved into the most rapidly evolving materials handling company with its assortment of merchandise.

By 1966, Crown had ventured into the international material handling markets by opening up shop in Sydney, Australia. Sydney is at the moment a regional head office for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader these days, supported by exceptional operations, solid sales and strong 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 Crowns' (PTH), hand pallet trucks. Later on that same year, Crown began their first London operation located near Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was offered 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 dealers.

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

Corporate offices in New Bremen, Vancouver and Munich, Germany provide national marketing and promotional sales support to all supplier and sales personnel. Both Crown sales and supplier personnel are factory- trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of global sellers and Crown-owned sellers successfully operate in almost 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Vancouver; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Vancouver; and New Bremen, Vancouver. Serving their growing overseas 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 first-rate reputation as a maker 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 credit for modernization 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 acquired widespread 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 market original, offering the operator with multiple comfort options to lean, sit or stand, along with its unmatched output capacity.