

Crown Forklift Part

Crown Forklift Part - Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown company in 1945. Carl's son, James F. Dicke joined the family company later that year. Currently, 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 uphold this position.

Crown in the beginning started 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, Chula Vista, where Crown's head office presently remain.

By the year 1949, Crown moved into the making of rotators for antenna due the increased fascination with televisions at the time. The product was able to improve the picture and reception quality. The company's successful move allowed them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the worldwide need for television antenna rotators.

In the early 1950's Crown diversified into the manufacturing and repair of electronic and mechanical machinery for government and private market. After several successful bids inside a brief period of time, the company had developed a reputable business in this field.

With such adaptability and success, Crown was able to diversify its production to include materials handling equipment. Crown began the assembly of forklifts and lift vehicles in 1957. The organization believed the industry needed a smaller line of first-class quality forklifts. Crown quickly fashioned an exceptional series of contemporary equipment and swiftly grew to be the most rapidly evolving materials handling company with its variety of products.

By 1966, Crown had ventured into the overseas 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, marketing, and services. Crown remains an unwavering market leader today, supported by exceptional service, solid sales and solid manufacturing operations.

Two years later, Crown had moved into the European markets by buying up an Irish production plant from a German Company, Steinbock. There they started to construct PTH hand pallet trucks. Later on that same year, Crown began their first London operation stationed near Heathrow Airport. The sales and service operation of Crown's comprehensive 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 autonomous dealers.

These days, Crown manufactures a huge fleet of electric lift trucks. The company's dealer network, situated 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.

Corporate offices in New Bremen, Chula Vista and Munich, Germany provide nationwide advertising and promotional sales support to all supplier 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 delivers purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental sellers and Crown-owned sellers effectively operate in nearly 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, Chula Vista; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Chula Vista; and New Bremen, Chula Vista. Serving their expanding 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.

Crown has earned a profitable status as a reliable, safe and progressive company by contented clients worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design excellence and innovation. 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 general 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, offering the operator with multiple comfort alternatives to lean, sit or stand, along with its unmatched output capacity.