

Crown Forklift Part

Crown Forklift Part - 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. Currently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President today, becoming the fourth generation of the Dicke family to maintain this position.

Now an internationally diversified corporation, Crown initially designed 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, Lubbock, where Crown's center of operations presently remain.

By the year 1949, Crown moved into the construction of rotators for antenna due the increased interest in televisions at the time. The product was able to improve the image and reception 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 TV antenna rotators.

Crown soon diversified its production to include the repair of mechanical and electrical components for private and government use in the early 1950's. Following a number of lucrative bids within a short period of time, the company had built a reputable business in this field.

Adaptability and success dominated Crown's capability to diversify once again. In 1957, production into the materials handling market started with forklift production. The company believed the market needed a smaller line of first-class quality forklifts. Crown promptly produced an exceptional series of progressive equipment and swiftly became the most rapidly evolving material handling company with its assortment of products.

In 1966, Crown ventured outside of the US materials handling marketplace and into Australia. Sydney, Australia is home to the regional headquarters and presently leads Crown's Asia Pacific service, sales and advertising and marketing teams. 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 markets by buying up an Irish manufacturing facility from a German Company, Steinbock. There they began to build PTH hand pallet trucks. Later that same year, Crown started their first London operation located nearby Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was available 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 considerable network of Crown-owned and independently-owned dealers in various key global markets offering a huge fleet of electric lift trucks. They are accountable for managing the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Lubbock, 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 many disciplines to ensure 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 dealers and Crown-owned dealers successfully operate in almost 100 foreign city environments.

The 6 USA production locations for Crown include New Bremen, Lubbock; New Knoxville, Lubbock; Fort Loramie, Lubbock; Celina, Lubbock; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, making lift trucks 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 successful reputation as a dependable, trustworthy and progressive company by fulfilled clients worldwide. The company has earned over 50 distinguished design awards and the Crown goods continue to attain recognition for top design superiority and modernization. To provide an example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling specialists. 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, offering the operator with multiple comfort choices to lean, sit or stand, along with its unparalleled output capacity.