

## Crown Forklift Parts

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown company in 1945. Carl's son, James F. Dicke joined the family business later that year. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head these days, becoming the fourth generation of the Dicke descendants to uphold this position.

Crown initially began with a small client base developing temperature controls that they manufactured for coal burning furnaces. The assembly of these control units took place in a former hardware store stationed in New Bremen, Roseville, where Crown's headquarters currently remain.

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

Crown before long diversified its manufacturing to incorporate the restoration of mechanical and electrical parts for private and government use in the early 1950's. After several profitable bids inside a brief period of time, the company had developed a reputable business in this field.

With such flexibility and success, Crown was able to diversify its production to include materials handling equipment. Crown started production of forklifts and lift trucks in 1957. The organization believed the market demanded a smaller line of top-quality quality forklifts. Crown immediately created an exceptional series of progressive equipment and swiftly became the most rapidly evolving material handling organization with its assortment of merchandise.

In 1966, Crown ventured outside of the US materials handling marketplace and into Australia. Sydney, Australia is home to the regional center of operations and currently leads Crown's Asia Pacific service, sales and marketing and advertising teams. Crown remains an unwavering market leader these days, supported by exceptional operations, solid sales and strong production operations.

In 1968, Crown established itself in the European marketplace by purchasing an Irish manufacturing 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 started their first London operation situated close by 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 advertising and marketing lift trucks across Europe through autonomous sellers.

Crown at the moment has a large network of Crown-owned and independently-owned sellers in various key global marketplaces offering a huge fleet of electric lift trucks. They are accountable for handling the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Roseville, which provide promotional sales and nationwide marketing support to all of their sellers and sales personnel. Crown dealers and sales personnel are trained in-house in various disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and provides 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.

The 6 USA manufacturing locations for Crown consist of New Bremen, Roseville; New Knoxville, Roseville; Fort Loramie, Roseville; Celina, Roseville; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, 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 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.

Crown has earned a profitable reputation as a reliable, safe and forward-thinking organization by satisfied clients worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design brilliance and innovation. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material 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 market first, offering the operator with multiple comfort alternatives to lean, sit or stand, along with its unparalleled productivity capability.