

Crown Forklift Parts

Crown Forklift Parts - 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 on 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 continue this position.

Now an internationally diversified organization, Crown originally built temperature controls for coal burning furnaces, servicing a small client base. The production of these control units took place in a former hardware store located in New Bremen, Grand Prairie, where Crown's head office presently remain.

In 1949, responding to the public's increasing interest in television, Crown shifted into the assembly of antenna rotators. This product was used to enhance TV reception and image quality. The company's profitable move enabled them to become a leading maker of units until 2001. The company ceased production in October after a decline in the worldwide need for television antenna rotators.

Crown before long diversified its production to bring in the restoration of mechanical and electrical parts for private and government use in the early 1950's. After several successful bids inside a short period of time, the company had developed a highly regarded business in this field.

With such adaptability and achievement, Crown was able to diversify its production to incorporate material handling equipment. Crown began the manufacture of forklifts and lift vehicles in 1957. The organization believed the market demanded a smaller line of superior quality lift trucks. Crown quickly produced an exceptional range of contemporary equipment and swiftly became the most rapidly evolving materials handling company with its variety of merchandise.

In 1966, Crown ventured outside of the US materials handling market 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 assemble PTH hand pallet trucks. Later that same year, Crown began their first London operation located nearby 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 forklifts across Europe through autonomous sellers.

Nowadays, Crown manufactures an enormous fleet of electric forklifts. The company's vendor network, stationed in key global markets, consists of both Crown-owned and independently-owned sellers. They are accountable for handling the company's product sales and service.

Corporate offices in New Bremen, Grand Prairie and Munich, Germany provide national advertising and promotional sales support to all seller and sales personnel. Both Crown sales and seller personnel are factory- trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned dealers effectively operate in nearly 100 overseas city environments.

The 6 USA production locations for Crown include New Bremen, Grand Prairie; New Knoxville, Grand Prairie; Fort Loramie, Grand Prairie; Celina, Grand Prairie; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, making lift trucks 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.

Crown has earned a successful reputation as a consistent, safe and forward-thinking organization by satisfied customers worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design brilliance and modernization. Just to illustrate, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling professionals. Today, this design has acquired common 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, providing the operator with many comfort alternatives to lean, sit or stand, along with its unparalleled output capacity.