

## Crown Forklift Part

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 company later on that year. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President at the moment, becoming the fourth generation of the Dicke family to maintain this position.

Crown initially started with a small clientele developing temperature controls that they manufactured for coal burning furnaces. The assembly of these control units took place in a former hardware store based in New Bremen, Inglewood, where Crown's center of operations presently remain.

In 1949, responding to the public's increasing appeal of the television, Crown moved into the assembly of antenna rotators. This product was used to improve TV reception and image 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 global demand for TV antenna rotators.

In the early 1950's Crown diversified into the production and restoration of electronic and mechanized parts for government and private market. After numerous successful bids inside a brief period of time, the company had developed a respectable business in this field.

With such flexibility and success, Crown was able to expand its production to include material handling equipment. Crown began production of forklifts and lift trucks in 1957. The organization believed the industry demanded a smaller line of superior quality forklifts. Crown immediately fashioned an exceptional series of modern equipment and swiftly grew to be the most rapidly evolving materials handling company with its collection 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 at present leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering industry leader these days, supported by exceptional service, solid sales and solid manufacturing operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish manufacturing plant from a German Company, Steinbock. There they started to construct PTH hand pallet trucks. Later on that same year, Crown started their first London operation stationed close by Heathrow Airport. The sales and service operation of Crown's complete lift truck line was accessible in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing and advertising lift trucks across Europe through independent dealers.

Currently, Crown manufactures a huge fleet of electric forklifts. The company's dealer network, based 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.

There is Corporate facilities in Munich, Germany and in New Bremen Inglewood, which offer promotional sales and national marketing support to all of their dealers and sales personnel. Crown dealers and sales personnel are trained in-house in many disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and delivers purchasing, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned dealers successfully operate in almost 100 foreign city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Inglewood; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Inglewood; and New Bremen, Inglewood. 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 around the world, Crown has built an outstanding reputation as a manufacturer of progressive, safe and dependable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain recognition for modernization and top design excellence. For 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 general 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 industry first, offering the operator with many comfort options to lean, sit or stand, along with its unequaled output capability.