

## 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. At present, 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 producing temperature controls that they manufactured for coal burning furnaces. The assembly of these control items took place in a former hardware store stationed in New Bremen, Pasadena, where Crown's center of operations presently remain.

In 1949, responding to the public's increasing fascination with television, Crown moved into the manufacture of antenna rotators. This product was used to improve TV reception and image quality. The company's profitable 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.

In the early 1950's Crown diversified into the production and restoration of electronic and mechanized parts for government and private industry. After several profitable bids within a short period of time, the company had built a respectable business in this field.

Flexibility and success dominated Crown's capability to diversify once again. In 1957, production into the material handling industry started with forklift production. The organization believed the industry needed a smaller line of top-quality quality forklifts. Crown quickly created an exceptional range of progressive equipment and swiftly became the most rapidly evolving materials handling company with its range of products.

By 1966, Crown had ventured into the overseas materials handling markets by opening up shop in Sydney, Australia. Sydney is currently a regional center of operations for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering market 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 production plant from a German Company, Steinbock. There they started to make PTH hand pallet trucks. Later that same year, Crown began their first London operation stationed near Heathrow Airport. The sales and service operation of Crown's complete forklift line was offered 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 independent dealers.

These days, Crown manufactures a huge fleet of electric lift trucks. The company's dealer network, stationed in key global markets, consists of both Crown-owned and independently-owned dealers. They are accountable for managing the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen Pasadena, 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 many disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, advertising and marketing, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental dealers 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, Pasadena; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Pasadena; and New Bremen, Pasadena. Serving their expanding overseas markets, Crown has manufacturing 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 on all sides of the world, Crown has built an excellent reputation as a maker of progressive, safe and dependable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain recognition for innovation and top design excellence. For instance, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling specialists. Today, this design has acquired widespread 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, providing the operator with several comfort choices to lean, sit or stand, along with its unparalleled productivity capacity.