

## Crown Forklift Parts

Crown Forklift Part - The Crown company 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 company later on that same year. At this time, 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 family to uphold this position.

Now an internationally diversified company, Crown originally created temperature controls for coal burning furnaces, servicing a small clientele. The assembly of these control items took place in a former hardware store based in New Bremen, Portland, where Crown's head office presently remain.

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

Crown soon diversified its manufacturing to include the restoration of mechanical and electrical parts for private and government use in the early 1950's. Following numerous profitable bids within a brief period of time, the company had developed a highly regarded business in this field.

With such adaptability and success, Crown was able to diversify its production to embrace materials handling equipment. Crown started the manufacture of forklifts and lift trucks in 1957. The company believed the industry needed a smaller line of top-quality quality lift trucks. Crown promptly produced an exceptional series of modern equipment and swiftly became the most rapidly evolving materials handling organization with its collection of products.

In 1966, Crown ventured outside of the US material handling market and into Australia. Sydney, Australia is home to the regional center of operations and presently leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering market leader these days, supported by exceptional service, solid sales and strong manufacturing 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 started to assemble PTH hand pallet trucks. Later that same year, Crown began their first London operation stationed close by 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 and advertising lift trucks across Europe through independent sellers.

Today, Crown manufactures a vast fleet of electric forklifts. The company's dealer network, located 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 facilities in Munich, Germany and in New Bremen Portland, which offer promotional sales and nationwide advertising support to all of their sellers and sales personnel. Crown sellers 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 offers purchasing, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international dealers and Crown-owned sellers successfully operate in almost 100 foreign city environments.

The 6 USA production locations for Crown include New Bremen, Portland; New Knoxville, Portland; Fort Loramie, Portland; Celina, Portland; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, building forklifts 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 include 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 producer of forward-thinking, safe and reliable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain credit for modernization and top design excellence. To provide an example, 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 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 market original, offering the operator with several comfort options to lean, sit or stand, along with its unequaled output capability.