

Crown Forklift Part

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 business 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 President at the moment, becoming the fourth generation of the Dicke family to maintain this position.

Now an globally diversified corporation, Crown initially fabricated temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control units took place in a former hardware store stationed in New Bremen, Bakersfield, where Crown's center of operations presently remain.

In 1949, responding to the public's mounting fascination with television, Crown moved into the assembly of antenna rotators. This product was utilized to enhance TV reception and picture quality. The company's lucrative move allowed them to become a leading maker of units until 2001. The company ceased production in October after a decline in the worldwide demand for TV antenna rotators.

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanized parts for government and private industry. Following several successful bids inside a short period of time, the company had developed a highly regarded business in this field.

Adaptability and success dominated Crown's capability to diversify once again. In 1957, production into the materials handling market began with forklift manufacturing. The company believed the market required a smaller line of superior quality forklifts. Crown promptly fashioned an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving materials handling organization with its assortment of products.

By 1966, Crown had ventured into the overseas material handling marketplaces by opening up shop in Sydney, Australia. Sydney is at this time a regional head office for Crown for all Pacific Asian sales, marketing and advertising, and services. Crown remains an unwavering market leader these days, supported by exceptional service, solid sales and solid production operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish production facility 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 close by Heathrow Airport. The sales and service operation of Crown's complete forklift line was available in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing forklifts across Europe through independent sellers.

Crown at present has a huge network of Crown-owned and independently-owned sellers in various key worldwide markets delivering a huge fleet of electric forklifts. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Bakersfield and Munich, Germany provide nationwide marketing and promotional sales support to all dealer and sales personnel. Both Crown sales and seller personnel are factory- trained in all 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 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 foreign city environments.

The 6 USA production locations for Crown consist of New Bremen, Bakersfield; New Knoxville, Bakersfield; Fort Loramie, Bakersfield; Celina, Bakersfield; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing 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 maker of progressive, safe and reliable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain recognition for modernization and top design excellence. To provide an 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 acquired widespread 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 many comfort alternatives to lean, sit or stand, along with its unequaled productivity capacity.