

Crown Forklift Parts

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke established 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 these days, becoming the fourth generation of the Dicke descendants to maintain this position.

Crown in the beginning started with a small clientele developing temperature controls that they manufactured for coal burning furnaces. The production of these control items took place in a former hardware store based in New Bremen, Huntington Beach, where Crown's head office currently remain.

By the year 1949, Crown moved into the making of rotators for antenna due the increased fascination with televisions at the time. The product was proficient at improving the picture and reception quality. The company's profitable move enabled them to become a leading producer of units until 2001. The company ceased production in October after a decline in the worldwide demand for television antenna rotators.

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanical machinery for government and private market. After a number of lucrative bids within a brief period of time, the company had developed a reputable business in this field.

With such flexibility and achievement, Crown was able to diversify its production to incorporate material handling equipment. Crown began production of forklifts and lift vehicles in 1957. The company believed the market demanded a smaller line of top-quality quality forklifts. Crown quickly produced an exceptional range of contemporary equipment and swiftly evolved into the most rapidly evolving material handling organization with its range of merchandise.

By 1966, Crown had ventured into the foreign materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is at the moment a regional head office for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader today, 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 production facility from a German Company, Steinbock. There they began to construct PTH hand pallet trucks. Later on that same year, Crown began their first London operation situated nearby 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 advertising and marketing lift trucks across Europe through autonomous dealers.

Nowadays, Crown manufactures an enormous fleet of electric lift trucks. The company's supplier network, located in key global markets, consists of both Crown-owned and independently-owned sellers. They are responsible for managing the company's product sales and service.

Corporate offices in New Bremen, Huntington Beach and Munich, Germany offer nationwide marketing and promotional sales support to all supplier and sales personnel. Both Crown sales and supplier personnel are factory- trained in all disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, 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 nearly 100 foreign city environments.

The 6 USA production locations for Crown include New Bremen, Huntington Beach; New Knoxville, Huntington Beach; Fort Loramie, Huntington Beach; Celina, Huntington Beach; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, making 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 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.

Through its numerous clientele on all sides of the world, Crown has built an outstanding reputation as a maker of forward-thinking, 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. For instance, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by material handling specialists. 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, offering the operator with many comfort options to lean, sit or stand, along with its unparalleled output capability.