

## Crown Forklift Part

Crown Forklift Part - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown company in 1945. Carl's son, James F. Dicke joined the family business later on that year. Presently, 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 maintain this position.

Crown in the beginning started with a small client base developing temperature controls that they manufactured for coal burning furnaces. The production of these control units took place in a former hardware store located in New Bremen, Oceanside, where Crown's head office currently remain.

By the year 1949, Crown moved into the making of rotators for antenna due the increased interest in televisions at the time. The product was proficient at improving the image and signal quality. The company's lucrative move allowed them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the worldwide need for TV antenna rotators.

Crown before long diversified its production to include the restoration of mechanized and electrical parts for private and government use in the early 1950's. After a number of profitable bids inside a brief period of time, the company had developed a reputable business in this field.

With such flexibility and achievement, Crown was able to expand its production to incorporate material handling equipment. Crown began the manufacture of forklifts and lift vehicles in 1957. The organization believed the market demanded a smaller line of top-quality quality forklifts. Crown quickly produced an exceptional series of progressive equipment and swiftly grew to be the most rapidly evolving material handling company with its range of products.

By 1966, Crown had ventured into the foreign material handling markets by opening up shop in Sydney, Australia. Sydney is at the moment a regional headquarters for Crown for all Pacific Asian sales, marketing and advertising, and services. Crown remains an unwavering industry leader these days, supported by exceptional service, solid sales and strong production operations.

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

These days, Crown manufactures a huge fleet of electric forklifts. The company's vendor network, stationed in key global markets, consists of both Crown-owned and independently-owned dealers. They are responsible for handling the company's product sales and service.

Corporate offices in New Bremen, Oceanside 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 delivers purchasing, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of global sellers and Crown-owned sellers successfully operate in almost 100 overseas city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Oceanside; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Oceanside; and New Bremen, Oceanside. Serving their expanding 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 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 producer 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 innovation 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 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 first, providing the operator with multiple comfort options to lean, sit or stand, along with its unparalleled output capability.