

## Crown Forklift Part

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown company in 1945. Carl's son, James F. Dicke joined the family company later on that year. Presently, 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 uphold 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 units took place in a former hardware store based in New Bremen, San Jose, where Crown's center of operations presently remain.

In 1949, responding to the public's rising interest in TV, Crown shifted into the assembly of antenna rotators. This product was utilized to enhance television reception and picture quality. The company's successful move allowed them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global demand for TV antenna rotators.

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

With such versatility and achievement, Crown was able to diversify its production to incorporate material handling equipment. Crown began the assembly of forklifts and lift trucks in 1957. The organization believed the industry needed a smaller line of superior quality lift trucks. Crown promptly created an exceptional range of progressive equipment and swiftly grew to be the most rapidly evolving material handling organization with its variety of products.

By 1966, Crown had ventured into the international materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is at the moment a regional headquarters for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering market 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 that same year, Crown started their first London operation situated 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 forklifts across Europe through autonomous sellers.

Crown at present has a considerable network of Crown-owned and independently-owned dealers in many key global markets providing a vast fleet of electric forklifts. They are responsible for handling the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen San Jose, which provide promotional sales and national advertising support to all of their sellers and sales personnel. Crown sellers 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, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse relations of global dealers and Crown-owned sellers effectively operate in nearly 100 foreign city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, San Jose; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, San Jose; and New Bremen, San Jose. Serving their expanding foreign 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 around the world, Crown has built an first-rate 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 credit 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 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 market original, offering the operator with many comfort choices to lean, sit or stand, along with its unequaled productivity capacity.