

Crown Forklift Parts

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 that year. Currently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head at the moment, becoming the fourth generation of the Dicke descendants to continue this position.

Crown first started with a small client base producing temperature controls that they manufactured for coal burning furnaces. The assembly of these control units took place in a former hardware store stationed in New Bremen, Houston, where Crown's head office currently remain.

In 1949, responding to the public's growing interest in TV, Crown shifted into the production of antenna rotators. This product was utilized to enhance TV reception and image 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 global need for TV antenna rotators.

Crown soon diversified its production to include the restoration of mechanized and electrical components for private and government use in the early 1950's. Following a number of successful bids inside a brief period of time, the company had built a reputable business in this field.

With such adaptability and achievement, Crown was able to expand its production to include material handling equipment. Crown began the manufacture of forklifts and lift trucks in 1957. The company believed the industry demanded a smaller line of first-class quality forklifts. Crown promptly produced an exceptional series of contemporary equipment and swiftly became the most rapidly evolving material handling company with its collection of products.

By 1966, Crown had ventured into the overseas materials handling markets by opening up shop in Sydney, Australia. Sydney is at this time a regional headquarters for Crown for all Pacific Asian sales, marketing and advertising, 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 manufacturing plant from a German Company, Steinbock. There they started to construct PTH hand pallet trucks. Later on that same year, Crown started their first London operation located near 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.

Crown today has a huge network of Crown-owned and independently-owned sellers in many key global markets delivering a huge fleet of electric forklifts. They are responsible for managing the company's product sales and service.

Corporate offices in New Bremen, Houston and Munich, Germany offer nationwide advertising and promotional sales support to all seller and sales personnel. Both Crown sales and seller personnel are factory- trained in all disciplines to ensure the utmost reliability and service. The Munich office was launched in the 1980's and offers purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of intercontinental sellers and Crown-owned dealers effectively operate in almost 100 foreign city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Houston; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Houston; and New Bremen, Houston. 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 over 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 excellent reputation as a manufacturer 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 launch of the side-stance design proved exciting and unparalleled by material handling specialists. 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 industry original, providing the operator with several comfort alternatives to lean, sit or stand, along with its unparalleled output capability.