

Crown Forklift Parts

Crown Forklift Parts - 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 company later that same year. Presently, 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 maintain this position.

Crown first started with a small clientele producing temperature controls that they manufactured for coal burning furnaces. The assembly of these control units took place in a former hardware store located in New Bremen, Sacramento, where Crown's headquarters currently remain.

By the year 1949, Crown moved into the construction of rotators for antenna due the increased interest in televisions at the time. The product was able to improve the picture and signal quality. The company's profitable move allowed them to become a leading producer of units until 2001. The company ceased production in October after a decline in the worldwide need for television antenna rotators.

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

With such adaptability and success, Crown was able to expand its production to embrace materials handling equipment. Crown started the manufacture of forklifts and lift trucks in 1957. The organization believed the industry demanded a smaller line of top-quality quality forklifts. Crown immediately produced an exceptional range of contemporary equipment and swiftly became the most rapidly evolving materials handling organization with its variety of merchandise.

By 1966, Crown had ventured into the overseas material handling markets by opening up shop in Sydney, Australia. Sydney is at this time a regional center of operations for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader these days, supported by exceptional operations, solid sales and solid production 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 started to construct PTH hand pallet trucks. Later that same year, Crown began their first London operation stationed nearby Heathrow Airport. The sales and service operation of Crown's comprehensive lift truck line was offered in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing forklifts across Europe through autonomous dealers.

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

Corporate offices in New Bremen, Sacramento and Munich, Germany provide national marketing and promotional sales support to all seller and sales personnel. Both Crown sales and dealer 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 relations of intercontinental 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, Sacramento; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Sacramento; and New Bremen, Sacramento. 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.

Crown has earned a profitable reputation as a consistent, trustworthy and forward-thinking organization by contented customers worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design brilliance and modernization. For instance, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials 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, providing the operator with several comfort options to lean, sit or stand, along with its unequalled output capability.