

Crown Forklift Parts

Crown Forklift Parts - Two brothers Allen A. Dicke and the late Carl H. Dicke formed the Crown corporation 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 today, becoming the fourth generation of the Dicke family to uphold this position.

Crown first began with a small client base producing 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, Spokane, where Crown's head office presently remain.

By the year 1949, Crown moved into the construction of rotators for antenna due the greater fascination with televisions at the time. The product was proficient at improving the picture and signal 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 production and restoration of electronic and mechanical machinery for government and private industry. Following a number of successful bids inside a short period of time, the company had built a reputable business in this field.

Flexibility and success dominated Crown's ability to diversify once again. In 1957, production into the material handling market started with lift truck manufacturing. The company believed the market needed a smaller line of superior quality lift trucks. Crown immediately created an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving material handling organization with its assortment of products.

In 1966, Crown ventured outside of the US materials handling marketplace and into Australia. Sydney, Australia is home to the regional center of operations and currently leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering industry leader these days, supported by exceptional operations, solid sales and solid manufacturing 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 started to make PTH hand pallet trucks. Later on that same year, Crown began their first London operation situated close by Heathrow Airport. The sales and service operation of Crown's comprehensive forklift line was offered in the UK by the end of the decade. In the early 1970's, Crown expanded and began marketing and advertising lift trucks across Europe through autonomous dealers.

Crown at the moment has a considerable network of Crown-owned and independently-owned sellers in various key global marketplaces delivering a vast fleet of electric forklifts. They are accountable for managing the company's product sales and service.

Corporate offices in New Bremen, Spokane 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 delivers purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of global dealers and Crown-owned dealers successfully operate in nearly 100 foreign city environments.

The 6 USA manufacturing locations for Crown consist of New Bremen, Spokane; New Knoxville, Spokane; Fort Loramie, Spokane; Celina, Spokane; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures globally, building forklifts in Sydney, Australia ever 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 include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Crown has earned a successful status as a reliable, safe and progressive organization by satisfied customers worldwide. The company has earned over 50 distinguished design awards and the Crown products continue to attain recognition for top design excellence and modernization. To provide an example, 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. Once again, more than thirty years later, the 5200S Series Reach Truck is another market original, providing the operator with several comfort alternatives to lean, sit or stand, along with its unequalled productivity capability.