

## Crown Forklift Parts

Crown Forklift Part - The Crown corporation 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 business later on that same year. At present, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President these days, becoming the fourth generation of the Dicke family to uphold this position.

Now an globally diversified company, Crown initially fabricated temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control items took place in a former hardware store located in New Bremen, Costa Mesa, where Crown's head office currently remain.

By the year 1949, Crown shifted into the production of rotators for antenna due the greater fascination with televisions at the time. The product was able to improve the picture and signal 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 worldwide need for television antenna rotators.

In the early 1950's Crown diversified into the manufacturing and restoration of electronic and mechanized parts for government and private industry. After a number of successful bids inside a brief period of time, the company had built a reputable business in this field.

Versatility and success dominated Crown's capability to diversify once again. In 1957, production into the material handling industry started with lift truck production. The organization believed the market needed a smaller line of first-class quality lift trucks. Crown promptly fashioned an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving material handling organization with its range of products.

By 1966, Crown had ventured into the foreign materials handling markets by opening up shop in Sydney, Australia. Sydney is currently a regional head office 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 solid production operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish production facility from a German Company, Steinbock. There they started to assemble 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 advertising and marketing lift trucks across Europe through independent sellers.

Today, Crown manufactures a vast fleet of electric lift trucks. The company's supplier network, stationed in key international markets, consists of both Crown-owned and independently-owned dealers. They are accountable for managing the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Costa Mesa, which provide promotional sales and national marketing support to all of their sellers and sales personnel. Crown sellers and sales personnel are trained in-house in various disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse family of international sellers and Crown-owned sellers successfully operate in almost 100 foreign city environments.

Crown has established 6 manufacturing locations in the United States that include: New Knoxville; Celina, Costa Mesa; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Costa Mesa; and New Bremen, Costa Mesa. Serving their expanding overseas markets, Crown has manufacturing 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 include locations in Singapore, New Zealand, the Netherlands, Korea, Malaysia, England, Germany, Belgium and Australia.

Crown has earned a successful status as a consistent, trustworthy and forward-thinking organization by happy customers worldwide. The company has earned over 50 distinguished design awards and the Crown products continue to attain recognition for top design excellence and innovation. Just to illustrate, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by material handling specialists. Today, this design has gained popular 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 industry first, offering the operator with several comfort alternatives to lean, sit or stand, along with its unmatched output capability.