

## Crown Forklift Parts

Crown Forklift Part - Two brothers Allen A. Dicke and the late Carl H. Dicke established the Crown business in 1945. Carl's son, James F. Dicke joined the family company later on that year. Currently, 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 descendants to maintain this position.

Crown initially started with a small clientele developing 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, Waco, where Crown's headquarters currently remain.

By the year 1949, Crown shifted into the making of rotators for antenna due the increased interest in televisions at the time. The product was proficient at improving the image and signal quality. The company's successful move enabled them to become a leading maker 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 mechanized parts for government and private industry. Following a number of successful bids within a brief period of time, the company had developed a respectable business in this field.

Flexibility and success dominated Crown's capability to diversify once again. In 1957, production into the material handling market started with lift truck manufacturing. The company believed the industry demanded a smaller line of superior quality forklifts. Crown promptly produced an exceptional series of progressive equipment and swiftly grew to be the most rapidly evolving material handling organization with its variety of merchandise.

By 1966, Crown had ventured into the foreign materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is at the moment a regional center of operations for Crown for all Pacific Asian sales, marketing, and services. Crown remains an unwavering market 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 plant from a German Company, Steinbock. There they began to assemble PTH hand pallet trucks. Later that same year, Crown started their first London operation stationed nearby 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.

Currently, Crown manufactures an enormous fleet of electric forklifts. The company's vendor network, stationed in key global markets, consists of both Crown-owned and independently-owned sellers. They are accountable for handling the company's product sales and service.

There is Corporate facilities in Munich, Germany and in New Bremen Waco, which provide promotional sales and nationwide advertising support to all of their sellers and sales personnel. Crown dealers 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 provides purchasing, marketing and advertising, engineering and design capabilities for India, Africa, the Middle East along with Europe. The diverse family of intercontinental sellers and Crown-owned sellers successfully operate in nearly 100 overseas city environments.

The 6 USA production locations for Crown include New Bremen, Waco; New Knoxville, Waco; Fort Loramie, Waco; Celina, Waco; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing lift trucks 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.

Crown has earned a successful status as a consistent, trustworthy and forward-thinking company by happy consumers worldwide. The company has earned over 50 prominent design awards and the Crown goods continue to attain recognition for top design superiority and modernization. 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 popular 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 first, offering the operator with multiple comfort alternatives to lean, sit or stand, along with its unparalleled productivity capacity.