

## Crown Forklift Part

Crown Forklift Part - Two brothers Allen A. Dicke and the late Carl H. Dicke formed the Crown business in 1945. Carl's son, James F. Dicke joined the family company later that year. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company President at the moment, becoming the fourth generation of the Dicke descendants to uphold this position.

Now an globally diversified corporation, Crown originally created temperature controls for coal burning furnaces, servicing a small client base. The assembly of these control units took place in a former hardware store located in New Bremen, Long Beach, where Crown's center of operations presently remain.

By the year 1949, Crown shifted 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 successful move allowed them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global demand for television antenna rotators.

Crown soon diversified its manufacturing to take in the restoration of mechanical and electrical components for private and government use in the early 1950's. After several lucrative bids within a brief period of time, the company had built a highly regarded business in this field.

With such flexibility and achievement, Crown was able to diversify its production to incorporate materials handling equipment. Crown started the assembly of forklifts and lift vehicles in 1957. The company believed the market demanded a smaller line of first-class quality lift trucks. Crown promptly produced an exceptional range of modern equipment and swiftly evolved into the most rapidly evolving materials handling organization with its collection of merchandise.

By 1966, Crown had ventured into the overseas material handling marketplaces by opening up shop in Sydney, Australia. Sydney is now a regional head office for Crown for all Pacific Asian sales, marketing and advertising, and services. Crown remains an unwavering market leader these days, supported by exceptional operations, solid sales and solid production operations.

In 1968, Crown established itself in the European market by purchasing an Irish manufacturing facility from its parent company, Steinbock, who was a German firm. They began to manufacture Crowns' (PTH), hand pallet trucks. Later on that same year, Crown began their first London operation stationed 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 marketing and advertising lift trucks across Europe through independent sellers.

Crown at present has a large network of Crown-owned and independently-owned dealers in many key worldwide markets delivering a huge fleet of electric forklifts. They are accountable for managing the company's product sales and service.

Corporate offices in New Bremen, Long Beach and Munich, Germany provide national advertising and promotional sales support to all supplier and sales personnel. Both Crown sales and supplier personnel are factory- trained in all disciplines to guarantee the utmost reliability and service. The Munich office was launched in the 1980's and provides purchasing, advertising and marketing, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of international sellers and Crown-owned dealers successfully operate in almost 100 foreign city environments.

The 6 USA manufacturing locations for Crown consist of New Bremen, Long Beach; New Knoxville, Long Beach; Fort Loramie, Long Beach; Celina, Long Beach; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, building forklifts 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 reputation as a reliable, safe and progressive company by fulfilled clients worldwide. The company has earned over 50 distinguished design awards and the Crown goods continue to attain recognition for top design brilliance and modernization. For example, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling professionals. Today, this design has acquired 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 original, offering the operator with multiple comfort alternatives to lean, sit or stand, along with its unparalleled output capacity.