

## Crown Forklift Part

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. Presently, 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 uphold this position.

Crown initially began with a small clientele producing temperature controls that they manufactured for coal burning furnaces. The assembly of these control items took place in a former hardware store stationed in New Bremen, Fort Worth, where Crown's head office presently remain.

By the year 1949, Crown shifted into the production of rotators for antenna due the greater interest in televisions at the time. The product was proficient at improving the image and reception 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 global demand for television antenna rotators.

In the early 1950's Crown diversified into the manufacturing and repair of electronic and mechanical parts for government and private market. After a number of profitable bids inside a short period of time, the company had built a highly regarded business in this field.

With such adaptability and success, Crown was able to diversify its production to incorporate material handling equipment. Crown began the assembly of forklifts and lift trucks in 1957. The organization believed the market demanded a smaller line of superior quality lift trucks. Crown promptly created an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving material handling company with its assortment of products.

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 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 service, solid sales and strong manufacturing operations.

Two years later, Crown had moved into the European marketplaces by buying up an Irish manufacturing plant from a German Company, Steinbock. There they started to make PTH hand pallet trucks. Later that same year, Crown began their first London operation situated close by Heathrow Airport. The sales and service operation of Crown's complete lift truck line was accessible 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 sellers.

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

There is Corporate offices in Munich, Germany and in New Bremen Fort Worth, which provide promotional sales and national advertising support to all of their dealers and sales personnel. Crown dealers 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 offers purchasing, marketing and advertising, engineering and design functions for India, Africa, the Middle East along with Europe. The diverse relations of intercontinental dealers and Crown-owned sellers effectively operate in nearly 100 overseas city environments.

The 6 USA manufacturing locations for Crown consist of New Bremen, Fort Worth; New Knoxville, Fort Worth; Fort Loramie, Fort Worth; Celina, Fort Worth; 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.

Through its numerous clientele around the world, Crown has built an excellent reputation as a maker of forward-thinking, safe and dependable machines. The company has been awarded more than 50 prominent design awards and the products that Crown develops continues to attain recognition for modernization and top design excellence. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling specialists. Today, this design has gained 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 industry original, providing the operator with many comfort alternatives to lean, sit or stand, along with its unparalleled output capacity.