

## 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 that year. Presently, his son, James F. Dicke II, is Chairman and CEO. James F. Dicke III, serves as the company Head at the moment, becoming the fourth generation of the Dicke family to uphold this position.

Crown initially began with a small client base developing 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, El Cajon, where Crown's head office presently remain.

By the year 1949, Crown shifted into the making of rotators for antenna due the greater fascination with televisions at the time. The product was able to improve the image and reception quality. The company's profitable move allowed 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.

Crown before long diversified its production to incorporate the restoration of mechanical and electrical parts for private and government use in the early 1950's. After several lucrative bids inside a short period of time, the company had built a reputable business in this field.

With such flexibility and success, Crown was able to diversify its production to embrace material handling equipment. Crown began production of forklifts and lift trucks in 1957. The organization believed the industry needed a smaller line of top-quality quality forklifts. Crown immediately produced an exceptional range of contemporary equipment and swiftly evolved into the most rapidly evolving materials handling organization with its variety of merchandise.

In 1966, Crown ventured outside of the US material handling market and into Australia. Sydney, Australia is home to the regional head office and currently leads Crown's Asia Pacific service, sales and marketing teams. Crown remains an unwavering market leader today, 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 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 located close by Heathrow Airport. The sales and service operation of Crown's complete 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.

These days, Crown manufactures a massive fleet of electric lift trucks. The company's supplier network, situated in key international markets, consists of both Crown-owned and independently-owned sellers. They are responsible for managing the company's product sales and service.

There is Corporate offices in Munich, Germany and in New Bremen El Cajon, which provide promotional sales and nationwide marketing support to all of their sellers and sales personnel. Crown sellers and sales personnel are trained in-house in numerous disciplines to guarantee 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 sellers and Crown-owned sellers effectively operate in nearly 100 foreign city environments.

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, El Cajon; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, El Cajon; and New Bremen, El Cajon. Serving their expanding foreign 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 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 on all sides of the world, Crown has built an outstanding reputation as a producer of forward-thinking, safe and reliable machines. The company has been awarded more than 50 distinguished design awards and the products that Crown develops continues to attain credit for innovation and top design excellence. For instance, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling specialists. 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 market original, providing the operator with many comfort alternatives to lean, sit or stand, along with its unequaled output capacity.