

Crown Forklift Parts

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

Now an globally diversified company, Crown first created temperature controls for coal burning furnaces, servicing a small client base. The production of these control items took place in a former hardware store based in New Bremen, Eugene, where Crown's center of operations currently remain.

By the year 1949, Crown moved into the making of rotators for antenna due the greater interest in televisions at the time. The product was proficient at improving the picture and signal quality. The company's lucrative 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.

Crown before long diversified its manufacturing to incorporate the restoration of mechanical and electrical parts for private and government use in the early 1950's. Following numerous successful bids within a brief period of time, the company had built a reputable business in this field.

With such flexibility and achievement, Crown was able to diversify its production to embrace material handling equipment. Crown began the assembly of forklifts and lift trucks in 1957. The company believed the industry demanded a smaller line of top-quality quality lift trucks. Crown promptly fashioned an exceptional range of modern equipment and swiftly became the most rapidly evolving material handling company with its variety of products.

By 1966, Crown had ventured into the overseas materials handling marketplaces by opening up shop in Sydney, Australia. Sydney is currently a regional headquarters for Crown for all Pacific Asian sales, advertising and marketing, and services. Crown remains an unwavering industry leader today, supported by exceptional service, solid sales and strong 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 make 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 comprehensive 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 forklifts across Europe through autonomous sellers.

These days, Crown manufactures a huge fleet of electric forklifts. The company's dealer network, situated in key international markets, consists of both Crown-owned and independently-owned dealers. They are responsible for managing the company's product sales and service.

Corporate offices in New Bremen, Eugene and Munich, Germany offer nationwide marketing and promotional sales support to all supplier and sales personnel. Both Crown sales and dealer 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, marketing, engineering and design capabilities 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 production locations for Crown consist of New Bremen, Eugene; New Knoxville, Eugene; Fort Loramie, Eugene; Celina, Eugene; Kinston, North Carolina; and Greencastle, Indiana. Crown proudly manufactures internationally, producing lift trucks in Sydney, Australia ever 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 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 forward-thinking organization by contented consumers worldwide. The company has earned over 50 distinguished design awards and the Crown goods continue to attain recognition for top design excellence and modernization. Just to illustrate, in the 1970's, Crown's introduction of the side-stance design proved exciting and unparalleled by materials handling experts. Today, this design has gained common 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, offering the operator with multiple comfort choices to lean, sit or stand, along with its unequaled productivity capacity.