

## Crown Forklift Part

Crown Forklift Part - Two brothers Allen A. Dicke and the late Carl H. Dicke created the Crown company in 1945. Carl's son, James F. Dicke joined the family company later that year. At this time, 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 continue this position.

Now an internationally diversified corporation, Crown initially designed temperature controls for coal burning furnaces, servicing a small client base. The production of these control units took place in a former hardware store stationed in New Bremen, Killeen, where Crown's headquarters currently remain.

By the year 1949, Crown shifted into the construction of rotators for antenna due the greater fascination with televisions at the time. The product was able to improve the image and signal quality. The company's successful move enabled them to become a leading manufacturer of units until 2001. The company ceased production in October after a decline in the global need for television antenna rotators.

In the early 1950's Crown diversified into the production and restoration of electronic and mechanical machinery for government and private market. After a number of successful bids within a short period of time, the company had built a highly regarded business in this field.

Flexibility and achievement dominated Crown's ability to diversify once again. In 1957, production into the material handling industry started with lift truck production. The company believed the industry demanded a smaller line of first-class quality lift trucks. Crown immediately produced an exceptional series of modern equipment and swiftly evolved into the most rapidly evolving materials handling organization with its collection of merchandise.

In 1966, Crown ventured outside of the US material handling market and into Australia. Sydney, Australia is home to the regional headquarters and at present leads Crown's Asia Pacific service, sales and advertising and marketing teams. Crown remains an unwavering market leader these days, supported by exceptional operations, 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 construct PTH hand pallet trucks. Later that same year, Crown began their first London operation stationed 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 forklifts across Europe through independent sellers.

Crown at present has a sizable network of Crown-owned and independently-owned dealers in various key international markets delivering a huge fleet of electric lift trucks. They are accountable for handling the company's product sales and service.

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

Crown has established 6 manufacturing locations in the United States that consist of: New Knoxville; Celina, Killeen; Greencastle, Indiana; Kinston, North Carolina; Fort Loramie, Killeen; and New Bremen, Killeen. Serving their growing overseas markets, Crown has production 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.

Crown has earned a profitable status as a consistent, trustworthy and progressive company by fulfilled clients worldwide. The company has earned over 50 prominent design awards and the Crown products continue to attain recognition for top design brilliance and modernization. For example, in the 1970's, Crown's launch of the side-stance design proved exciting and unparalleled by materials handling experts. Today, this design has gained widespread 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 several comfort alternatives to lean, sit or stand, along with its unmatched output capacity.