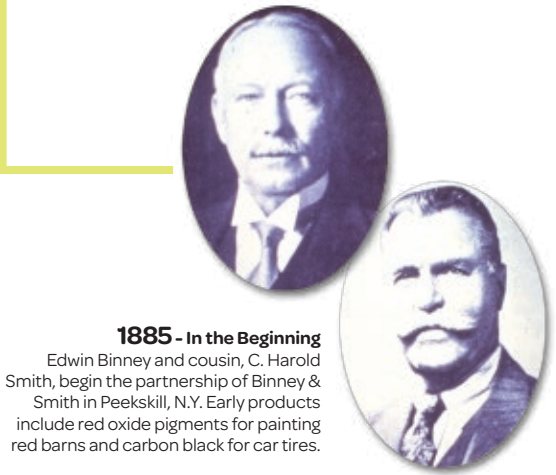




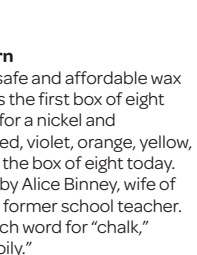
Colorful Moments in Time



1900 - From Paints to Pencils
The company begins producing slate school pencils at its newly opened Easton, Pa., mill.



1885 - In the Beginning
Edwin Binney and cousin, C. Harold Smith, begin the partnership of Binney & Smith in Peekskill, N.Y. Early products include red oxide pigments for painting red barns and carbon black for car tires.



1903 - Crayola Brand is Born
Noticing a need in schools for safe and affordable wax crayons, Binney & Smith makes the first box of eight Crayola crayons. The box sold for a nickel and contained black, brown, blue, red, violet, orange, yellow, and green – the same colors in the box of eight today. The Crayola name was coined by Alice Binney, wife of company founder Edwin and a former school teacher. It comes from “craie,” the French word for “chalk,” and “ola,” for “oleaginous,” or “oily.”



1958 - 64 Brilliant Colors
The Crayola 64 Box with its signature built-in sharpener debuts, becoming the perennial favorite of Crayola colorers for more than 40 years.

Name Change
Prussian blue, the first Crayola crayon color to get a new name, becomes “midnight blue.” Teachers prompted the change, as children could no longer relate to Prussian history.

1920s - Waxing Artistic
Perma Pressed sharpenable fine art crayons and Artista® brand paints are added to the growing product line.

1948 - Teaching Teachers
To help art teachers learn about the many ways to use the growing number of Crayola products, a teacher workshop program begins to offer in-school training across the country. It continues today.



1984 - When You Care Enough
The Crayola brand becomes part of Hallmark Cards, Inc. of Kansas City, MO, the world’s leader in social expression.

Dream On
Celebrating its commitment to bringing visual arts to all subject areas in the classroom, the Crayola Dream-Makers® program is launched in schools across the country. As a result, Binney & Smith owns one of the world’s largest collections of children’s artwork.

1930-1980's



1936 - Safety First
Binney & Smith becomes a founding member of the Crayon, Watercolor and Craft Institute – today known as the Art & Creative Materials Institute – to promote product safety in art materials.



1962 - Melting Pot
The company renames the flesh crayon “peach” to recognize that not everyone’s skin color is the same.



1978 - Making a Mark
The first box of Crayola markers is introduced in 8 bright, bold colors.



1992 - Color Your World
Crayola multicultural crayons, an assortment of skin-tone based colors that let children more accurately color themselves, are introduced.

Now You See It. Now You Don’t
Crayola brings washability, an all-new innovation to crayons, with the first crayons that wash off walls.

1990's



1993 - 90 Years and Counting
For the first time, consumers are invited to name 16 new Crayola crayon colors in honor of the Crayola brand’s 90th birthday. Purple mountains’ majesty, razzmatazz, timberwolf, cerise and shamrock headline a list of colorful and creative names.

1998 - A Classic Turns 40
The Crayola 64 box is reintroduced in its original packaging, complete with built-in sharpener. A 1958 Crayola 64 box becomes part of the Smithsonian Institution’s National Museum of American History.

1997 - True Blue Heroes
New crayon colors are issued commemorating eight true blue heroes nominated by kids. The new colors include: outer space, mountain meadow, fuzzy wuzzy, brink pink, shadow, banana mania, torch red and purple heart.

1999 - What’s in a Name?
For only the third time in Crayola history a crayon is renamed. Indian red becomes “chestnut.”



1996 - A Beautiful Day in the Neighborhood
Fred Rogers of “Mister Rogers’ Neighborhood” molds the 100 billionth Crayola crayon, named “blue ribbon.”

Colorful Characters
The Crayola FACTORY® family discovery center opens in Easton, PA., with the Crayola Color Jam parade – the largest gathering of people with color in their names.



2000 - Stand Up and Be Counted!
The Crayola Color Census, the first online poll of consumers’ favorite Crayola Colors, is launched. Blue ranks #1 and six shades of blue – cerulean, midnight blue, aquamarine, periwinkle, denim and blizzard blue – finish in the top 10.

House Beautiful
Mess free art makes moms happy! Color Wonder®, a brand new coloring and drawing technology, is launched. Colorless ink inside Color Wonder Markers pops into living color only on special paper – not walls, skin or clothing.



2002 - New Life for Leftolas

Kids can now melt down old crayons and make new ones with the Crayola Crayon Maker. Named Best Toy of the Year by Child Magazine, the first toy of its kind gives new life to “leftolas.”

Colors of Baltimore, MD and D.C.

The first Crayola colors named for a region of the United States are introduced.

Do the Twist

No more sharpening, no more peeling. Crayola Twistables® – crayons in plastic tubes that twist up more color when the tips wear down – become a back-to-school hit.

Window Decorating

Windows and mirrors become a new canvas for kids’ creativity. Window FX markers leave a mark as one of the best-selling new Crayola products.



2000-2003



2003 - Happy 100th Birthday

The Crayola brand celebrates 100 years of making the world a more colorful place for children. Four new colors of the next century were introduced and named by crayon fans. Welcome inchworm, mango tango, wild blue yonder and jazzberry jam.

Bidding Adieu to Four Hues

To make room for these new shades, some old favorites get pink slips! Farewell to blizzard blue, magic mint, mulberry and teal blue. Burnt sienna gets to stay in the box, thanks to more than 60,000 crayon aficionados who voted to “save the shade.” The newly-retired shades join eight other veterans including blue gray, raw umber, lemon yellow and maize in our Crayola Centennial Tins.

A Hearty Party

Kids across the country got to join in the 100th Birthday celebration when the Crayola ART-rageous Adventure Tour took to the highways and brought the birthday party to cities across the country.

One for the Books

The World’s Largest Crayon was unveiled at our 100th Birthday party in Easton, Pa., on Oct. 11. Breaking the old Guinness record of 10 feet, the Crayon weighed in at 1,500 lbs., 15 feet high, 16 inches wide, in America’s favorite color blue.





Colorful Moments in Time



2005 - Erase It!
A national survey commissioned by Crayola reveals that if kids could erase a problem from the world, it would be violence. Crayola donates \$100,000 to Students Against Violence Everywhere (SAVE) to support anti-violence education programs.



2006 - Outdoor Toys Let Kids Color Their World
Crayola redraws the boundaries of creativity when its new outdoor line debuts in the summer. Crayola Outdoors includes five new creative activity toys—the Color Cyclone, Grand Canvas, Super Brush®, Chalk 'n Roll®, and Chalk Stomper® – that let kids create BIG art in the great outdoors.



2008 - What's Hot, What's Not
Eight new Kids' Choice Colors are introduced in a collection of Crayola crayon, marker and colored pencil 64 ct. box based on what kids predict will be the hot, on-trend colors for '08. Each color has a name and story that speaks to what's important to kids.

We're Havin' a Party!
Crayola celebrates the 50th birthday of its famous 64-ct. crayon box.



2011 - The Crayola Solar Farm
is completed and includes more than 30,000 solar panels producing 3 megawatts of electricity. The solar panels generate enough electricity to produce 1 billion crayons and 500 million markers per year.



2013 - Crayola celebrates 110 years of manufacturing crayons with the anniversary of the 8 count box.
Crayola Experience™
Crayola Experience™ is completely renovated and reopens with record setting attendance!

Crayola Launches ColorCycle
Students in K-12 schools across the continental United States and parts of Canada collect used markers and send them to a facility to be converted into energy.
Crayola introduces the Crayola Marker Maker and Melt 'N Mold Factory™ for Holiday.



2015 - Bringing Color to Life
Crayola Color Alive brings kid's coloring books to life on their digital devices.

Time to Relax
Color Escapes, an adult coloring line, allows kids of all ages to relax and de-stress through art.



2004-2006

2007-2010

2011-present



2004 - United We Stand, Under One Rainbow!
For the first time in history, all the states in the union are represented by a Crayola crayon color. More than 25,000 Crayola constituents nationwide nominated an existing Crayola color and gave it a new state name. On October 26, 2004, New York City Mayor Michael Bloomberg conducted an official "swearing in" of the 50 Crayola State Crayons at an inauguration ceremony in the city. The inaugural Crayola crayon colors served a term in the Crayola 64 Box.



2007 - Binney & Smith becomes Crayola LLC
On January 1, 2007, Binney & Smith becomes Crayola LLC, reflecting the company's No. 1 brand and its fast-forward, innovative direction. The Crayola name has 99% recognition among U.S. households.

2010 - Crayola Beginnings® is Born
For the first time, Crayola offers art tools for babies and toddlers to make their first scribbles. Beginnings tiny-finger-friendly art products allow moms to introduce their children to art exploration as early as 12 months old.



May 4, 2011 - Edwin Binney is inducted into the National Inventors Hall of Fame, in recognition for his invention of an apparatus for the manufacture of carbon black. He received a patent for this invention on May 26, 1891.

2012 - Crayola ventures into the digital world with DigiTools®, creative accessories for the iPad.
Edwin's Garden
Edwin's Garden, located on Crayola property, is dedicated by Sally Putnam-Chapman, co-founder Edwin Binney's great-granddaughter. The garden yields 1 ton of vegetables per year which is donated to local nonprofits to feed children in need.



2014 - 30 years together
Crayola and Hallmark celebrates 30 years of working together to help families express their creativity and make meaningful connections.
Superior Washability
Crayola introduces Ultra-Clean Washable markers. They wash easily from skin, clothing, and painted walls!
#1 with Moms!
Crayola ranks #1 with moms for the 6th straight year in Smarty Pants' Young Love study.



2016 - Airbrush Like a Pro
Kids can unleash their creativity on any surface with the electric-powered, Crayola Air Marker Sprayer.
Creativity is Cool
Crayola introduces Art with Edge, the brand's first-ever line of coloring books for tweens and teens.

