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## **Backgrounder.**

### Company History

Binney & Smith only manufactured coloring agents - used in products such as automobile tires and barn paint - prior to 1900. Joseph Binney and Edwin Smith began making school supplies when they started producing slate pencils at their new facility in Easton, Pa. They created the first dustless school chalk two years later, and the first crayon in 1903. A box of eight containing red, orange, yellow, green, blue, violet, brown and black sticks of wax wrapped in paper sold for a nickel. (Consumers can expect to pay about \$1-4 dollars for a box that size today).

### The Origin of "Crayola"

Crayola received its name from schoolteacher Alice Smith, Edwin Smith's wife. She took the French word "craie," meaning "chalk," and combined it with "ola," from "oleaginous," or "oily" to make the now-iconic "Crayola."

### Product Diversification and Expansion

Over the years, Binney & Smith expanded its product line. The company released two new products in 1920: sharpenable crayons and a line of crayons designed specifically for art students. Consumers could purchase the 48-count crayon box by 1949, and the 64-count - the first to come with a built-in sharpener - debuted in 1958. For the company's 90th birthday, Crayola introduced the 96-count box. It also has a 120-count box. The biggest size on the market to date is the 152-count box, a four-sided, multi-tiered case sold as "The Ultimate Crayon Collection."

### New Colors

To fill these larger crayon boxes, Crayola needed to create new colors. It went from eight basic primary, secondary, and neutral colors in 1903, to the 120 crayon colors it has today. The number of Crayola colors increases by almost 3 percent every year. The total amount of colors doubles every 28 years, according to research from Data Pointed researcher Stephen Von Worley and his anonymous co-worker, "Velociraptor."

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### Name Changes

Some colors underwent name changes since their introduction. The crayon originally labeled “flesh” became “peach” in 1962 to increase racial sensitivity and diversity. Others got cycled out, then back in again with different titles, while others were discontinued altogether to make room for new colors. For example, in 1990, Crayola chose to retire eight of its vintage crayon colors:

- Maize
- Raw umber
- Lemon yellow
- Blue gray
- Orange yellow
- Orange red
- Green blue
- Violet blue.

Consumers can no longer find these shades in stores; they rest comfortably in the Crayola Hall of Fame.

As part of its centennial celebration, Crayola introduced four brand-new colors - “inchworm,” “mango tango,” “wild blue yonder,” and “jazzberry jam” - and ceased making four others: “blizzard blue,” “magic mint,” “mulberry,” and “teal blue.”

Crayola held the first “Name The New Colors” contest in 1996. Customer input determined the monikers of 16 new crayons. Winners included “Purple Mountain’s Majesty” and “Macaroni and Cheese.”

The company also started going by a different name in 2007. Changing the company name to “Crayola” honored its most iconic product, the one that began its career making children’s art supplies.

### Crayons and Green Efforts

The Crayola manufacturing plant in Easton, Pa., produces 650 crayons a minute. The company makes three billion crayons per year, enough to encircle the earth six times. Because the production of this much product takes a lot of energy, Crayola broke ground on its first solar plant in 2010 in an effort to be more environmentally conscious. By 2011, the Crayola Solar farm became functional and able to produce enough energy to make 1 billion crayons a year. Crayola also engineered the “Crayola Crayon Maker,” a child’s toy in which the user melts down old crayons to make new ones - meaning broken crayons never have to go to waste. In 2003, children donated their old blue crayons so Crayola could make “Big Blue,” the world’s largest crayon, in honor of the company’s 100th anniversary. At 15 feet high and weighing almost a ton, “Big Blue” broke the current Guinness World Record for World’s Largest Crayon and lives at the Easton branch of the Crayola Experience.

### The Crayola Experience

Crayola held the grand opening of the Crayola Experience- an interactive visitor’s center designed for families with young children - on July 16, 1996. The original Easton location started its life as “The Crayola Factory” but underwent a relaunch in 2013 which led to the name change. A staple of Pennsylvania tourism, the Crayola Experience became so successful that Crayola decided to franchise the opportunity. It now has two other locations besides the flagship: Crayola Experience: Orlando, which opened July 1, 2015 at the Florida Mall and Crayola Experience: Minneapolis, opening summer 2016 at the Mall of America.

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### Products

Although most known for its crayons, Crayola also produces many other products. The following list includes some of the most popular items.

- Model Magic
- Washable Markers
- Colored Pencils
- Color Wonder
- Sidewalk Chalk
- Watercolor Paint
- Finger Paint

Crayola does not only make art supplies, but also other children's toys, such as trains, and merchandise with the company logo or characters on it, like plushes and thermoses. The company purchased the rights to childhood staple Silly Putty in 1977, and has made it ever since. Crayola has a product for every age group - from the "My First Crayola" line designed for toddlers, to adult coloring books full of soothing nature scenes and intricate designs. In an effort to continue engaging today's technology-proficient generation, Crayola now has a number of mobile apps and tablet-compatible activities for purchase.

### Company Leaders

Crayola has six "Crayola Officers"

- Smith Holland, President and Chief Executive Officer
- Michelle Powers, Executive Vice President, Human Resources & Administration
- Peter S. Ruggiero, Executive Vice President, Global Operations
- Chuck Linden, Executive Vice President, Global Expansion
- Kip Olmstead, Executive Vice President, Global Marketing & Product Development
- Rick Stringer, Vice President, U.S. Sales.

Crayola employed Mike Perry in the role of company president and CEO for almost seven years. In September 2015, Perry became the CEO of Crayola's parent company, Hallmark Greetings, which purchased Crayola in 1984. With Perry leaving, Smith Holland stepped into the role of president and CEO. Holland had worked at Crayola for nearly seven years as the company's Chief Financial Officer and executive vice president of international operations. Before Crayola, he served as president of Hallmark Canada.

### Future Plans

Despite the influx and popularity of digital toys for children, Crayola still thrives. In 2014, it employed 1,250 people worldwide. It released several new products in 2015, including the Crayola Crayon Carver, the Crayola Color Alive Easy Animation Studio, and the Crayola Cling Creator. The company keeps up with its competitors by continuing to offer digitally-compatible programs and games. Crayola hopes to impact children's lives through creative play for many, many, more years, and looks forward to seeing how new leadership will grow the company.